

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF

MASKED

BALL

NEW JERSEY 2021

[UNCF.ORG/NewJerseyMB](https://www.uncf.org/NewJerseyMB)

@UNCFNJ



#MaskedBallNJ



ABOUT THE NEW JERSEY UNCF MASKED BALL

The annual New Jersey UNCF Masked Ball will celebrate our mission and legacy of serving our member historically Black colleges and universities (HBCUs) and students of color. We also will continue a tradition of honoring the Garden State's UNCF supporters who, through their generous philanthropy, have helped provide higher education opportunities to deserving young men and women across our great state.

Proceeds will support UNCF's mission of building a robust pipeline of underrepresented college graduates, in addition to investing in the future of highly motivated and deserving students from New Jersey.

HONORING

Alex Gorsky
Chairman and CEO,
Johnson & Johnson

Fountain Baptist Church
Summit, NJ

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$5,000-\$50,000. Sponsor package benefits include premium tables for your guests and recognition at the event and in related promotional materials. Corporate partner tickets are available for \$1,000 and individual tickets are available for \$400.

WHEN

SATURDAY, AUGUST 14, 2021

WHERE

Cedar Hill Golf & Country Club
Livingston, NJ

For more information, contact Ngozi Emenyeonu at 973.642.1955 or email ngozi.emenyeonu@uncf.org.



Dr. Michael L. Lomax
President and CEO, UNCF



Dear friends and UNCF supporters,

On behalf of UNCF, its 37 member historically Black colleges and universities, and the 60,000 students who depend on UNCF's support for their education, we invite you to join us in celebrating the **2021 New Jersey UNCF Masked Ball**. With your support—your investment in our students—UNCF-member HBCUs will be able to keep their tuition affordable, their academic programs strong and their scholarships available. The ball is scheduled for **Saturday, August 14, 2021**.

The festive evening of elegance and magic will continue a tradition of recognizing leaders and organizations within our community who are investing in better futures for our young people, our state, and our nation, through their personal and professional actions and influence.

You will be joining a pre-eminent group of corporations, civic groups, religious leaders, educators and individuals by participating in the eight annual New Jersey UNCF Masked Ball at one of our premiere sponsorship levels. Please take a few minutes to review the sponsorship opportunities included in this package.

UNCF's Masked Ball series includes highly anticipated events conducted in cities around the country and is now a signature event for the New Jersey UNCF office. The work of our local New Jersey office is critical and helps to provide support to numerous students from New Jersey who currently attend colleges and universities across the country. As the nation's economy continues to rebound while college costs continue to soar, students attending UNCF colleges need our support more than ever. Your participation in events such as the Masked Ball allows UNCF to address financial obstacles with our scholarship programs and support to our member colleges and universities.

Thank you for your kind consideration of this request and for agreeing that "A mind is a terrible thing to waste, but a wonderful thing to invest in."[®] We look forward to having your organization as a supporter.

Kindest regards,

A handwritten signature in black ink that reads "Michael L. Lomax".

Dr. Michael L. Lomax
President and CEO, UNCF

 @DrMichaelLomax



Last year, UNCF awarded
219 scholarships
totaling over
\$1.4 million
to students from New Jersey.

UNCF

WHO WE ARE

60,000 students

attending more than 1,100 colleges and universities and receiving UNCF scholarships

10,000+

scholarships awarded annually through more than 400 programs

37 HBCUs

serving more than 50,000 students

100,000+

annual donors including major companies, foundations and individuals

ADVOCACY

for minority colleges and minority students

SUPPORTING HBCUs AND STUDENTS IN NEED LEARN MORE
[UNCF.ORG/NEWJERSEYMB](https://www.uncf.org/newjerseymb)

MARQUIS SPONSOR \$50,000

- Invitation to pre-ball reception
- Two Marquis tables with elite seating for 10 guests each
- Company/Donor video spotlight featured during event
- Company/Donor highlighted in event press releases
- Full-page premium advertisement in evening's digital program
- Premium name or logo placement on all event print and electronic marketing materials
- Recognition as Marquis Sponsor in Ball digital program
- Logo placement on event website and digital program

LEADERSHIP SPONSOR \$25,000

- Invitation to pre-ball reception
- Leadership table seating for 10 guests
- Company/Donor identified in event press releases
- Full-page premium advertisement in evening's digital program
- Premium name or logo placement on all event print and electronic marketing materials
- Recognition as Vice Chair and Leadership Sponsor in Ball digital program
- Logo placement on event website and digital program

BENEFACTOR SPONSOR \$15,000

- Invitation to pre-ball reception
- Benefactor table seating for eight guests
- Company/Donor identified in event press releases
- Full-page commemorative ad in Ball digital program
- Premium name or logo placement on all event print and electronic marketing materials
- Recognition as Benefactor Sponsor in Ball digital program
- Logo placement on event website and digital program

"A MIND IS..."[®] SPONSOR \$10,000

- Invitation to pre-ball reception
- "A Mind Is..."[®] table seating for eight guests
- Full-page commemorative ad in Ball digital program
- Premium name or logo placement on all electronic event marketing materials
- Recognition as "A Mind Is..."[®] Sponsor in Ball digital program
- Logo placement on event website and digital program

LEGACY SPONSOR \$7,500

- Legacy table seating for six guests
- Half-page commemorative ad in Ball digital program
- Recognition as a Legacy Sponsor in the Ball digital program
- Logo placement on event website and digital program

PARTNER SPONSOR \$5,000

- Premier table seating for six guests
- Quarter-page commemorative ad in Ball digital program
- Recognition as Partner Sponsor in Ball digital program



SPONSORSHIP RESERVATION AND ADVERTISING FORM

Print Page

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor/supporter of the 2021 New Jersey Masked Ball at the following level:

- \$50,000** MARQUIS SPONSOR
- \$25,000** LEADERSHIP SPONSOR
- \$15,000** BENEFACTOR SPONSOR
- \$10,000** "A MIND IS..."® SPONSOR
- \$7,500** LEGACY SPONSOR
- \$5,000** PARTNER SPONSOR

\$ _____

I am unable to attend, but please accept my donation.

AD SPECIFICATIONS

FULL-SCREEN ADVERTISEMENT

1280px wide x 720px high

HALF-SCREEN ADVERTISEMENT

635px wide x 720px high

QUARTER-SCREEN ADVERTISEMENT

635px wide x 355px high

Recommended font size should be at least 12 point or 16 pixels.

Quality set to maximum; format method to baseline; resolution to 96 pixels per inch; and color space to RGB

Export the graphic to JPEG format

Ad Deadline July 19, 2021

SPONSOR CORPORATE LOGOS

Provide logos as vector eps or 300 dpi jpeg

We will not be able to design any ads.

Email your ad to:

ngozi.emenyeonu@uncf.org

SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS

SUITE

CITY

STATE

ZIP

COUNTRY

SPONSORSHIP PAYMENT METHODS

PAYMENT BY CHECK Please make checks payable to UNCF and send along with your signed agreement and this form to UNCF.

INVOICE REQUESTED Please provide company/organization purchase order number *(if necessary)*

PAYMENT BY CREDIT CARD



VISA

AMEX

DISCOVER

Please complete the credit card payment information below and fax or scan/email your signed agreement and this form to UNCF.

CREDIT CARD NUMBER

CVC#

EXP

NAME ON CARD

SIGNATURE

ALL SPONSORSHIP PAYMENTS DUE BY JULY 30, 2021

Please email this completed form to ngozi.emenyeonu@uncf.org or return by mail with your credit card information or your check payable to UNCF.

UNCF

60 Park Place

Suite 406

Newark, NJ 07102

T 973 642 1955 F 973 642 927

UNCF's mission is to build a robust and nationally recognized pipeline of under-represented students who, because of UNCF support, become highly qualified college graduates and to ensure that our network of 37 member HBCUs is a respected model of best practices in moving students to and through college. UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum, and faculty development programs. UNCF envisions a nation where all Americans have equal access to a college education that prepares them for rich intellectual lives, competitive and fulfilling careers, engaged citizenship and service to our nation. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities across the country. For more information, go to UNCF.org.

UNCF-MEMBER INSTITUTIONS

Allen University Columbia, SC
Benedict College Columbia, SC
Bennett College Greensboro, NC
Bethune-Cookman University Daytona Beach, FL
Claflin University Orangeburg, SC
Clark Atlanta University Atlanta, GA
Dillard University New Orleans, LA
Edward Waters College Jacksonville, FL
Fisk University Nashville, TN
Florida Memorial University Miami, FL
Huston-Tillotson University Austin, TX
Interdenominational Theological Center Atlanta, GA
Jarvis Christian College Hawkins, TX
Johnson C. Smith University Charlotte, NC
Lane College Jackson, TN
LeMoyne-Owen College Memphis, TN
Livingstone College Salisbury, NC
Miles College Birmingham, AL
Morehouse College Atlanta, GA

Morris College Sumter, SC
Oakwood University Huntsville, AL
Paine College Augusta, GA
Philander Smith College Little Rock, AR
Rust College Holly Springs, MS
Saint Augustine's University Raleigh, NC
Shaw University Raleigh, NC
Spelman College Atlanta, GA
Stillman College Tuscaloosa, AL
Talladega College Talladega, AL
Texas College Tyler, TX
Tougaloo College Tougaloo, MS
Tuskegee University Tuskegee, AL
Virginia Union University Richmond, VA
Voorhees College Denmark, SC
Wilberforce University Wilberforce, OH
Wiley College Marshall, TX
Xavier University New Orleans, LA

SUPPORTING HBCUs AND STUDENTS IN NEED LEARN MORE UNCF.ORG/NewJerseyMB

United Negro College Fund, Inc.
60 Park Place
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Newark, NJ 07102
T 973 642 1955 F 973 642 927

Ngozi Emenyeonu
n-GOH-zee EH-me-N̄-yonu
Area Development Director

Shannique Taylor
Administrative Assistant



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