

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF
MAYORS' MASKED

BALL

HAMPTON ROADS 2024

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UNCF 80TH
ANNIVERSARY
1944 - 2024

SATURDAY, MARCH 2, 2024

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

@VAUNCF



#UNCFVA



ABOUT UNCF HAMPTON ROADS MAYORS' MASKED BALL

WHEN

Saturday, March 2, 2024
6 P.M.

WHERE

Virginia Beach Convention Center
1000 19th Street
Virginia Beach, VA 23451

FEATURING

Masked Reception
Red Carpet Photo Ops
Elegant Dining
Masked Award Presentation
Fund the Mission Appeal
Paddle Raise
Silent Auction
Live Entertainment and Dancing

HOST COMMITTEE

The Honorable Robert M. "Bobby" Dyer
Mayor, City of Virginia Beach

Michael L. Lomax, Ph.D.
President and CEO, UNCF

Richard Lee Snow
Regional Development Director, UNCF

Dana Brown
Area Development Director

Dianna L. Ruffin
Development Associate

RESERVATIONS

SPONSORSHIPS ARE NOW AVAILABLE
For more information, please contact Dana Brown, UNCF Area Development Director, at dana.brown@UNCF.org, or Dianna Ruffin, UNCF Development Associate, at dianna.ruffin@UNCF.org.

The 2024 Hampton Roads UNCF Mayors' Masked Ball is a premier fundraising gala and a major social event, focusing on raising public awareness and large corporate and individual donations to support deserving students through UNCF. Hosted by a diverse group of corporate sponsors and local businesses, it involves celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF's mission of investing in better futures for us all by getting students to and through college.

GOAL

\$350,000

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$1,000 - \$50,000. Sponsor benefits include reserved table, recognition at the event and in related print and electronic materials.



UNCF'S 80TH ANNIVERSARY CAMPAIGN GOALS/OBJECTIVES

The 80th campaign is a significant opportunity for UNCF and its member institutions to strategically leverage our significant IMPACT on this nation - past and present - to shape the future of American education.

Primary 80th Campaign goals are to:

- Generate increased and new revenue to support UNCF and HBCUs!
- Reinforce our brand and value proposition by powerfully presenting our vision for Black higher education!
- Deliver the message of UNCF's and our member HBCUs impact in assisting and increasing the number of African American students that enter and graduate from college!
- Pass the torch to a new generation that will continue UNCF's work.

CITY OF VIRGINIA BEACH, VIRGINIA



**The Honorable
Robert M. "Bobby" Dyer**
Mayor
City of Virginia Beach, VA

Hello Friends!

This year, Virginia Beach has the honor and privilege of being host city for the 2024 Hampton Roads UNCF Mayors Masked Ball. As Mayor, I want to encourage you to join us in supporting this important fundraiser on Saturday, March 2, 2024, at the Virginia Beach Convention Center.

Virginia Beach and Hampton Roads know first-hand the history and importance of black colleges and universities. Since it was founded in 1944, UNCF has helped more than 500,000 students earn college degrees. And today, UNCF awards more than \$100 million in scholarships every year to students attending more than 1,100 schools across the country.

We are all familiar with UNCF saying, "A mind is a terrible thing to waste."[®] Well, that's more than a saying, it is a fact! And, UNCF helps deserving students put their minds to use as they pursue their education and work towards becoming the next generation of political, business, and community leaders.

Whether you are an HBCU alumnus, a college, a church, or a business or business leader, UNCF is worthy of your support. And remember, when you donate to your local statewide campaign, you are making a direct impact on the local community and helping the local market reach its fundraising goal. Please, come have fun with a cause at the Mayors' Masked Ball. And thank you for your support!

Sincerely,

Robert M. "Bobby" Dyer
Mayor
City of Virginia Beach

HOSTED BY



**The Honorable
Robert M. "Bobby" Dyer**
Mayor, City of Virginia Beach, VA



The Honorable Kenneth Cooper Alexander
Mayor, Norfolk, VA



The Honorable Michael D. "Mike" Duman
Mayor, Suffolk, VA



The Honorable Shannon E. Glover
Mayor, Portsmouth, VA



The Honorable Phillip D. Jones
Mayor, Newport News, VA



The Honorable Donnie R. Tuck
Mayor, Hampton, VA



The Honorable Dr. Richard W. "Rick" West
Mayor, Chesapeake, VA



ADVOCACY

for minority colleges and
minority students

60,000+ students

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

12,000+ 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

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SPONSORSHIP LEVELS

DESCRIPTIONS	MARQUIS (PRESENTING) \$50,000	MAYORS' ROYAL COURT \$25,000	MAYORS' MASKED COURT \$10,000	THE MAYORS' COURT \$5,000	SMALL BUSINESS \$2,500	GENERAL \$1,000
SPONSORSHIP BENEFITS						
Reserved Tables for 10 Guests Each	2 Tables	1 Table	1 Table	1 Table	1 Table	4 Tickets
Registration for guests to the VIP Reception	20 Guests	10 Guests	10 Guests			
Pre-Reception VIP Photo-op with Host Mayor and Students	✓	✓				
Pre-event red carpet photo opportunities with the host mayors	✓	✓	✓			
Opportunity to produce a pre-recorded message from your CEO to be aired during program	1-minute	30-second				
Premier promotion of corporate logo and name prominently displayed as a Marquis Sponsor on local UNCF website pages and throughout gala program	✓					
Brand recognition in select print and electronic media	✓	✓	✓	✓	✓	
Listing as a General Sponsor in program presentation						✓
Promotional acknowledgement in pre-, during and post- gala social media event activities and event website	✓					
Prominent brand placement in pre-function area	✓	✓				
Recognition as Marquis Sponsor on press releases, virtual banners, digital and spoken program and in UNCF Annual Report	✓					
Full-page ad in program or full-screen ad on sponsor video presentation	✓	✓				
Opportunity for company representative to serve as a chairperson on event host committee	✓	✓				
Company logo displayed on a shared screen as part of sponsor video welcome	✓	✓	✓	✓	✓	
INDIVIDUAL RESERVATIONS \$200 (LIMITED AVAILABILITY)						

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SPONSORSHIP RESERVATION AND ADVERTISING FORM

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2024 Hampton Roads UNCF Mayors' Masked Ball at the following level:

- ☐ **\$50,000**
Marquis (PRESENTING)
- ☐ **\$25,000**
Mayors' Royal Court
- ☐ **\$10,000**
Mayors' Masked Court
- ☐ **\$5,000**
The Mayors' Court
- ☐ **\$2,500**
Small Business/
Educational Institutions
(AVAILABLE FOR SMALL BUSINESSES
WITH 10 EMPLOYEES OR LESS)
- ☐ **\$1,000**
General
- ☐ **\$200**
Individual Reservation
(LIMITED AVAILABILITY)
- ☐ \$ _____
I am unable to attend,
but please accept my

Sponsorships are now being accepted. For more information, please contact Dana Brown, UNCF Area Development Director, at dana.brown@UNCF.org, or Dianna Ruffin, UNCF Development Associate, at dianna.ruffin@UNCF.org.

UNCF
701 East Franklin Street
Suite 503
Richmond, VA 23219
T 804 359 1581

SPONSOR CONTACT INFORMATION

NAME

TITLE

COMPANY

ADDRESS

SUITE

CITYSTATEZIP

PHONEFAX

EMAIL

☐ **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):

☐ **CREDIT CARD**

☐ ☐ ☐ ☐

Please complete the credit card payment information below, and fax or scan/email your signed

CREDIT CARD NUMBERCVC#EXP

NAME ON CARD

SIGNATURE

DUE DATES

LOGO	2/2/24
AD FOR SPONSOR LOOP	2/2/24
PAYMENT IN FULL	2/2/24
GUEST LIST NAMES	2/2/24

Thank you for your support of the 2024 UNCF Mayors' Masked Ball.
UNCF is a 501(C) 3 organization. All contributions are tax-deductible to the fullest extent allowed

AD SPECIFICATIONS DIGITAL PROGRAM

FULL-SCREEN DIGITAL 6.4" wide and 3.6" high
HALF-SCREEN DIGITAL 3.2" wide and 3.6" high
FULL-PAGE AD-DIGITAL PROGRAM 8.5" x 11" High Resolution PDF
Recommended font size should be at least 12 point; quality set to maximum; format method to baseline; resolution to 300 pixels per inch; and color space to RGB; export the graphic to JPEG format or high resolution pdf.
We will not be able to design any ads.

PLEASE NOTE

We now prefer to be referred to simply as "UNCF" instead of the "United Negro College Fund" or "the UNCF." Please use correctly if included in your ad.

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Please complete and
return by February 2, 2024 via email
to dianna.ruffin@UNCF.org.
(Use GUEST LIST in subject line)

PLEASE LIST YOUR GUESTS BELOW. PLEASE PRINT.

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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 University Jacksonville, FL
Fisk University Nashville, TN
Florida Memorial University Miami, FL
Huston-Tillotson University Austin, TX
Interdenominational Theological Center Atlanta, GA
Jarvis Christian University 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 University 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 University 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/HamptonRoadsMMB



United Negro College Fund, Inc.
701 East Franklin Street
Suite 503
Richmond, VA 23219
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