



 **UNCF**
WALK | BIKE
RUN
FOR EDUCATION
South Texas-Houston

39th Annual Walk for Education Sponsorship Packet

*Presenting
Sponsor*



September 14, 2024



UNCF – Who We Are

- **Vision** 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.
- **Mission** UNCF’s mission is to build a robust and nationally recognized pipeline of underrepresented students who, because of UNCF support, become highly qualified college graduates and to ensure that our network of member institutions is a respected model of best practices in moving students to and through college.
- **Impact** Our National UNCF Walk for Education will remain focused on supporting HBCUs and the students they serve.

The National UNCF Walk for Education is a nationwide initiative to raise funds for and awareness about our 37 member institutions. This event will also help raise unrestricted funds for UNCF to enable us to provide necessary support for our students and schools.

Make a difference – walking, running, cycling – all in honor of UNCF, our students and schools. Then, celebrate with UNCF during a nationwide event featuring celebrities, member HBCU presidents, students, alumni and others.

- **Check Area Offices across the nation for more information**

Birmingham – Serving Alabama, Mississippi	Indianapolis – Serving Indiana
Boston – Serving Massachusetts, Connecticut, Rhode Island, New Hampshire, Vermont, Maine	Minneapolis/St. Paul – Serving Minnesota, Iowa, Nebraska, North Dakota, South Dakota
Charlotte – Serving North Carolina	New Orleans – Serving Louisiana, Arkansas
Chicago – Serving Kansas, Illinois, Missouri, Wisconsin	New York – Serving New York
Cleveland – Serving Northern Ohio	Newark – Serving New Jersey
Columbus – Serving Central and Southern Ohio, Kentucky	Orlando – Serving Northern and Central Florida
Dallas – Serving Northern Texas, Oklahoma	Richmond – Serving Southern Virginia
Detroit – Serving Michigan	San Francisco – Serving Northern California, Northern Nevada, Utah, Colorado
Houston – Serving Southern Texas, New Mexico	South Carolina – Serviced by Atlanta

National Sponsorship Levels



\$250,000*

National Presenting

\$100,000*

National Doctorate

\$50,000*

National Master's

**2023 National Sponsorship Rates.
Please call us to confirm 2024 rates.*

Event Day Information



📅 Date

Saturday, September 14, 2024

📍 Location

Tom Bass Regional Park
Section I
3452 Fellows Road,
Houston, TX 77047



Zarinah K. Poole
Area Development Director
832.829.2191
Zarinah.Poole@UNCF.org



Christy Salinas
Development Director
713.502.2738
Christy.Salinas@UNCF.org

🕒 Time

7:00 AM - 7:45 AM
Registration and Check-in

7:45 AM
Start Stage Program Begins

8:00 AM
Start Horns for Bikes, Runners and
Walkers (4 minute intervals)

9:00 AM - 11:00 AM
Food and Fellowship in Community Tent
*(Whether you are an individual participant
or you came with your company, everyone
is invited to the Alumni Village Tent for pre
and post walk refreshments and
entertainment).*

11:00 AM
Event Concludes

Sponsorship Levels

➤ President/ Presenting (Start Stage) \$60,000

- ✔ Local category exclusivity
- ✔ Provide up to two corporate banners to be displayed near start stage
- ✔ Reserved PROMINENT location for company tent*
- ✔ Opportunity for Senior Level Executive to bring Start Stage greetings
- ✔ Company recognized at event during rotating PSA announcements
- ✔ Opportunity for company representative to speak at kick-off event
- ✔ Corporate recognition in event media materials
- ✔ Corporate recognition in e-blast
- ✔ Corporate logo included on the Save the Date, kick-off invitation, webpage and on event day signage
- ✔ 40 discount codes for Walker registrants
- ✔ 20 complimentary Walker registrants
- ✔ 20 invitations to kick-off event

SOLD

➤ Dean \$30,000

- ✔ Provide corporate banner to be displayed along walk course
- ✔ Reserved PROMINENT location for company tent*
- ✔ Corporate logo on webpage and on event day signage
- ✔ Corporate logo on event collateral, not including Save the Date
- ✔ Company recognized at event during rotating PSA announcements
- ✔ Corporate recognition at kick-off event and in media materials
- ✔ 30 discount codes for Walker registrants
- ✔ 10 complimentary Walker registrations
- ✔ 10 invitations to kick-off event

➤ Professor \$15,000

- ✔ Provide corporate banner to be displayed along walk course
- ✔ Right to provide company tent*
- ✔ Corporate logo on webpage and on event day signage
- ✔ Corporate logo on event collateral, not including Save the Date
- ✔ Company recognized at event during rotating PSA announcements
- ✔ Corporate recognition at kick-off event and in media materials
- ✔ 20 discount codes for Walker registrants
- ✔ 10 complimentary Walker registrations
- ✔ 10 invitations to kick-off event



Sponsorship Levels (cont.)

➤ Scholar \$7,500

- ✔ Right to provide company tent*
- ✔ Corporate logo on webpage and on event day signage
- ✔ Corporate logo on event collateral, not including Save the Date
- ✔ Company recognized at event during rotating PSA announcements
- ✔ Corporate recognition at kick-off event and in media materials
- ✔ 10 discount codes for Walker registrants
- ✔ 5 complimentary Walker registrations
- ✔ 5 invitations to kick-off event

Special Opportunities

1 Finish Line \$15,000 Includes all of Professor Benefits plus:

- ✔ Company produced banner displayed at finish line
- ✔ Option for employees to serve as finish line cheering squad, complete with banners and noise makers
- ✔ Company representatives to hold finish line tape

2 Kick-Off Event \$10,000 Includes all of Scholar Benefits plus:

- ✔ Company logo included on kick-off reception invitation along with 20 invitations
- ✔ Right to provide banner to be displayed at kick-off event
- ✔ Opportunity for Senior Level Executive to bring greetings
- ✔ Option for employees to serve as volunteers at kick-off
- ✔ Gifting opportunities for kick-off guests (must be approved by UNCF)
- ✔ 5 corporate discount codes for Runner registrants

⬇ Options 3 & 4 below include: Corporate logo included on webpage and on event day signage; Option for employees to host tent as volunteers; Recognition in event media and included in rotating PSA announcements; Corporate banner displayed; 5 invitations to kick-off event; 5 corporate discount codes for Walker registrants; 5 complimentary Walker registrations; 2 reserved tables of 6 (12 total)

3 Young Genius \$12,000 4 Alumni Village \$12,000

⬇ Options 5 & 6 below include: Corporate logo included on webpage and on event day signage; Right to provide company produced banner displayed at area; and option for employees to staff areas.

5 Water Station (3 Available) \$4,500 6 Mile Marker (3 Available) \$4,500

7 Trail Ad (10 Available) \$500 Right to provide two co-branded yard signs to be displayed along walk trail and near Alumni Village

*UNCF will provide the Tent Vendor's information that companies must utilize.

Sponsorship Commitment Form

Send your Commitment Form to Christy.Salinas@UNCF.org by May 31, 2024

Please Indicate Your *National* Sponsorship Commitment Level:

- \$250,000 Presenting
 \$100,000 Doctorate
 \$50,000 Master's

Please Indicate Your *Local* Sponsorship Commitment Level:

- | | |
|--|---|
| <input type="checkbox"/> President/ Presenting | <input type="checkbox"/> Alumni Village |
| <input type="checkbox"/> Dean | <input type="checkbox"/> Kick-off Event |
| <input type="checkbox"/> Professor | <input type="checkbox"/> Water Stations (3) |
| <input type="checkbox"/> Scholar | <input type="checkbox"/> Mile Markers (3) |
| <input type="checkbox"/> Finish Line | <input type="checkbox"/> Trail Ads (10) |
| <input type="checkbox"/> Young Genius | <input type="checkbox"/> Other: _____ |

- YES**, in addition to my company's sponsorship we will form a walk team of 50+ participants.
- YES**, in addition to my company's sponsorship we are interested in having a VIRTUAL TEAM since we will not be able to participate on the event day of September 14, 2024.
- YES**, in addition to my company's sponsorship we are a Matching Gift Company.
 \$_____ Minimum Donation _____ Ratio
- NO**, we are not interested in sponsorship; however, would like to make this tax-deductible donation of: \$_____

Company Information (As it should appear in print)

_____ Company/Organization Name

_____ Mailing Address, Suite, City, State, Zip

_____ Contact Person; Title

_____ Email; Phone Number

Payment Methods (All payments due by August 30, 2024)

- Invoice (if different than contact above provide email): _____
- Mail check along with Commitment Form to *945 McKinney Street, Suite 581, Houston, TX 77002*
- ACH Deposit (Upon submission with commitment signature, UNCF Staff will contact you with details)
- Credit Card
 AMEX
 DISCOVER
 MC
 VISA

_____ Number CVC Code Exp. Date

Commitment Signature
(Tax# 13-1624241)

Commitment Date



Important Dates & Deadlines

Sponsorship Commitment Deadline

Friday, May 31, 2024

Reserve Company Tent through UNCF's Tent Vendor

Friday, July 19, 2024

Deadline to RSVP for Walk Kick-off Event

Friday, August 9, 2024

Walk Kick-off Event

Wednesday, August 14, 2024

Payment Deadline


Friday, August 30, 2024

EVENT DAY

Saturday, September 14, 2024



9.14.24



UNCF
WALK | BIKE
FOR EDUCATION | RUN
South Texas-Houston

Contact Us



Website

www.UNCF.org/Houston



Phone

713.942.8623



E-mail

uncfhoustonwalk@uncf.org



Social Media

@UNCFSouthTexas



HQ address

945 McKinney Street, Suite 581,
Houston, TX 77002