

SPONSORSHIP AND MARKETING OPPORTUNITIES

UNCF
"A MIND IS..."[®]
Gala
MICHIGAN | 2024

UNCF 80TH
ANNIVERSARY
1944 - 2024

*Honoring the Legacy
Transforming our Future*

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

@UNCF    #UNCFAMIMichigan



**UNCF MICHIGAN
"A MIND IS...GALA"®
UNCF 80TH ANNIVERSARY**

WHEN

Friday, May 3, 2024

WHERE

The Townsend Hotel

100 Townsend St.
Birmingham, MI

6:30 p.m. VIP Reception
(BY INVITATION ONLY)

7:30 p.m. Gala

The event is black tie attire.

ABOUT

The UNCF "A Mind Is..."® Gala is one of UNCF's signature fundraising galas and premier social events of the year. Supported by a diverse group of corporate sponsors and individuals, it involves celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF's mission of investing in America's future by getting students to and through college.

For more information, please contact
Patrice M. Neal at 313.873.1500, ext. 1502
or patrice.neal@uncf.org.



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.



ADVOCACY

for minority colleges and
minority students

50,000+ 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



SPONSORSHIP LEVELS



DESCRIPTIONS	DR. FREDERICK D. PATTERSON \$50,000	PRESIDENT \$25,000	PROVOST \$15,000	DEAN \$10,000	PROFESSOR \$5,000	SCHOLARS \$2,500	VIP PATRON \$500	PATRON \$250
SPONSORSHIP BENEFITS								
Invitation to VIP Reception	✓	✓	✓	✓			✓	
Reserved tables for allotted guests	✓ Premier Estate 20 guests	✓ Prominent Estate 16 guests	✓ 12 guests	✓ 10 guests	✓ 10 guests			
Reserved seats for allotted guests						✓ 5 guests	✓ 1 Individual ticket	✓ 1 Individual ticket
Opportunity to produce pre-recorded message to be aired during program	✓ One Minute from CEO	✓ 30-second						
Corporate logo and name displayed as a sponsor on local UNCF website page and throughout Gala program	✓	✓	✓	✓				
Corporate recognition throughout Gala program	✓	✓	✓					
Promotional acknowledgement in pre-, during and post Gala social media event activities and local UNCF website page	✓	✓	✓					
Recognition as a sponsor on press releases, digital and spoken program	✓	✓	✓	✓	✓			
Ad or logo in post event digital memory book	✓ Full-Screen ad	✓ Half-Screen ad	✓ Quarter-Screen ad	✓ Logo	✓ Logo			
Listing as a Scholars Sponsor in post event digital memory book						✓		



SPONSORSHIP RESERVATION AND ADVERTISING FORM



SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the
2024 UNCF "A Mind Is..."® Gala
at the following level:

\$50,000

DR. FREDERICK D. PATTERSON

\$25,000

PRESIDENT SPONSOR

\$15,000

PROVOST SPONSOR

\$10,000

DEAN SPONSOR

\$5,000

PROFESSOR SPONSOR

\$2,500

SCHOLARS SPONSOR

\$500

VIP PATRON

\$250

PATRON: INDIVIDUAL TICKET(S) _____

\$ _____

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

RESPOND TO:

Patrice M. Neal

UNCF

18701 Grand River
#329

Detroit, MI 48223

T (313) 873-1500

patrice.neal@uncf.org

*UNCF is a 501(C)3 organization. All contribu-
tions are tax-deductible to the fullest extent
allowed by law. Less 33% is tax-deductible
as a charitable contribution.*

SPONSOR CONTACT INFORMATION

NAME

TITLE

COMPANY

ADDRESS

SUITE

CITY

STATE

ZIP

PHONE

EMAIL

SPONSORSHIP PAYMENT METHOD

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



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

DUE DATES

LOGO	4/19/24
AD FOR SPONSOR LOOP	4/19/24
GUEST LIST NAMES	4/26/24
PAYMENT IN FULL	5/1/24

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.

EMAIL ADS TO: patrice.neal@uncf.org

AD SPECIFICATIONS DIGITAL PROGRAM

FULL-SCREEN DIGITAL 6.4" wide and 3.6" high
HALF-SCREEN DIGITAL 3.2" wide and 3.6" high
QUARTER-SCREEN DIGITAL 3.2" wide and 1.8" high
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.



(ELECTRONIC TICKETS ONLY)

[illegible]

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 50,000 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
Clafin 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 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 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 University Marshall, TX
Xavier University New Orleans, LA

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

United Negro College Fund, Inc.
18701 Grand River
#329
Detroit, MI 48223
T (313) 873-1500
uncfmichigan@uncf.org

Patrice M. Neal
Area Development Director



*Honoring the Legacy
Transforming our Future*

@UNCF   #UNCFAMIMichigan