

SPONSORSHIP AND MARKETING OPPORTUNITIES

UNCF
"A MIND IS..."[®]

Gala

WASHINGTON, DC | 2024

UNCF 80TH
ANNIVERSARY
1944 - 2024

*Honoring the Legacy
Transforming our Future*

PRESENTED BY

THE
Coca-Cola
COMPANY

TITLE SPONSOR



UNCF "A MIND IS..." Gala

WASHINGTON, DC | 2024

UNCF NATIONAL "A MIND IS...GALA"[™] UNCF 80TH ANNIVERSARY

PRESENTED BY

TITLE SPONSOR



WHEN

Thursday, March 7, 2024

WHERE

Walter E. Washington Convention Center
801 Mt. Vernon Pl., NW
Washington, DC

Reception 6 p.m.

Dinner and Program 7 p.m.

BLACK TIE ATTIRE

ABOUT

Join us live as we mark the milestone **80th year** of the annual UNCF National "A Mind Is..."[™] Gala! This exclusive fundraising and social event focuses on raising awareness of the need and benefits of a college education, the students UNCF serves and the contributions of historically Black colleges and universities.

Hosted by generous national and local corporate sponsors, professional organizations and individual supporters, the National AMI Gala is an evening of celebration attended by national celebrities, civic leaders, alumni, dignitaries, volunteers and friends of UNCF.

Don't miss this historical evening of fun that supports UNCF's mission of investing in better futures for the young men and women we serve and by helping them move to and through college.

For sponsorship and ticket information, please contact Tanya Sweeney, area development director, at 202.810.0182 or tanya.sweeney@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

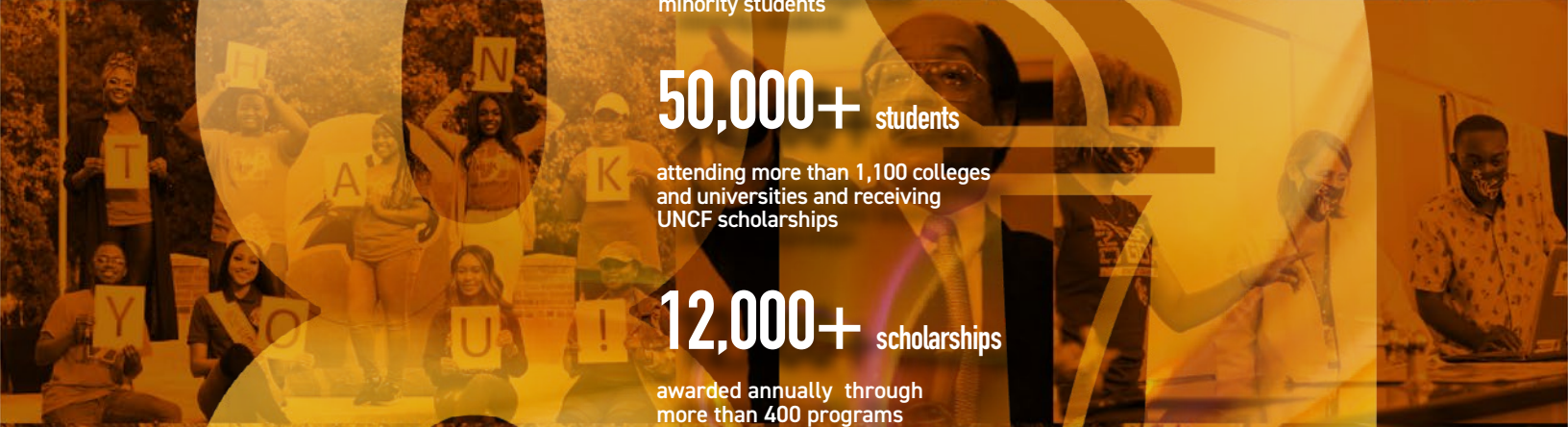
awarded annually through
more than 400 programs

37 HBCUs

serving more than
50,000 students

100,000+ annual donors

including major companies,
foundations and individuals





SPONSORSHIP LEVELS



DESCRIPTIONS	PRESIDENT'S CIRCLE \$100,000	LEGACY CIRCLE \$75,000	VISIONARY CIRCLE \$50,000	PATRON CIRCLE \$25,000	SUSTAINER CIRCLE \$10,000	INDIVIDUAL TICKET \$1,000
SPONSORSHIP BENEFITS						
Dinner seating for allotted guests	20 Estate Tables	16 Estate Tables	12 Estate Tables	10 Estate Tables	10 Estate Tables	1
Opportunity to produce a one-minute video to be aired during program	✓ Message from CEO	✓ Corporate Video				
Corporate logo and name displayed as your sponsor level on UNCF.org	✓ Premier Promotion	✓ Prominent Promotion	✓ Promotion	✓ Recognition	✓ Recognition	
Corporate recognition throughout gala program	✓ Prominent	✓	✓	✓		
Corporate acknowledgement throughout gala program	✓	✓				
Promotional acknowledgement in pre-, during, and post- gala social media event activities	✓	✓				
Recognition at your sponsor level on press releases, virtual banners, digital, print and spoken program	✓	✓				
Recognition at your sponsor level on spoken program	✓	✓	✓	✓	✓	
Ad in print and digital/virtual souvenir program	✓ Full-page	✓ Half-page	✓ Quarter-page			



SPONSORSHIP COMMITMENT LEVELS

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

\$100,000
PRESIDENT'S CIRCLE

\$75,000
LEGACY CIRCLE

\$50,000
VISIONARY CIRCLE

\$25,000
PATRON CIRCLE

\$10,000
SUSTAINER CIRCLE

\$1,000
INDIVIDUAL TICKET(S) _____

I am unable to attend, but please accept my donation

\$ _____

RESPOND TO:

UNCF

Attn: Tanya R. Sweeney
1805 7th St., NW
Washington, DC 20001

T 202.810.0182

F 202.234.0224

E tanya.sweeney@uncf.org

Thank you for your support of the 2024 UNCF National "A Mind Is..." Gala.

UNCF is a 501(C)(3) organization. All contributions are tax-deductible to the fullest extent allowed by law. The approximate value of the goods and services received per National Gala ticket is \$297.50 Contact Tanya Sweeney for more detailed information, if needed.

SPONSORSHIP RESERVATION AND ADVERTISING FORM



SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS

SUITE

CITY

STATE

ZIP

COUNTRY

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): P.O.# _____

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	2/15/24
PROGRAM AD	2/15/24
GUEST LIST NAME	2/15/24
SPONSORSHIP/TICKET PAYMENTS	2/15/24

AD SPECIFICATIONS

FULL-PAGE	7" wide x 11" high - 7.25" x 11.25" for a bleed ad
HALF-PAGE	6.5" wide x 5.125 high
QUARTER-PAGE	3.125" wide x 5.125" high
Save ad file as a press quality PDF or JPEG format 300dpi high quality	

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.

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 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 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/NationalGala

United Negro College Fund, Inc.

1805 7th St., NW
Washington, DC 20001
202 810 0182

Tanya R. Sweeney
Area Development Director



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@UNCF    #UNCFDC