Sponsor Benefits and Marketing Opportunities

UNCF Upstate Campaign Martin Luther King Day Celebration

Monday, January 15, 2024, 5:00 pm
Anderson County Civic Center
3027 Martin Luther King Jr. Blvd.
Anderson, SC 29625

"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."
UNCF’s MISSION & MEMBER SCHOOLS

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 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 info, go to UNCF.org.

UNCF-MEMBER INSTITUTIONS

Allen University Columbia, SC  Morehouse College Atlanta, GA
Benedict College Columbia, SC  Morris College Sumter, SC
Bennett College Greensboro, NC  Oakwood University Huntsville, AL
Bethune-Cookman University  Paine College Augusta, GA
Daytona Beach, FL  Philander Smith University Little Rock, AR
Claflin University Orangeburg, SC  Rust College Holly Springs, MS
Clark Atlanta University Atlanta, GA  Saint Augustine’s University Raleigh, NC
Dillard University New Orleans, LA  Shaw University Raleigh, NC
Edward Waters University Jacksonville, FL  Spelman College Atlanta, GA
Fisk University Nashville, TN  Stillman College Tuscaloosa, AL
Florida Memorial University Miami, FL  Talladega College Talladega, AL
Huston-Tillotson University Austin, TX  Texas College Tyler, TX
Interdenominational Theological Center Atlanta, GA  Tugaloo College Tugaloo, MS
Jarvis Christian University Hawkins, TX  Tuskegee University Tuskegee, AL
Johnson C. Smith University Charlotte, NC  Virginia Union University Richmond, VA
Lane College Jackson, TN  Voorhees University Denmark, SC
Lemoyne-Owen College Memphis, TN  Wilberforce University Wilberforce, OH
Livingstone College Salisbury, NC  Wiley College Marshall, TX
Miles College Birmingham, AL  Xavier University New Orleans, LA
UNCF Martin Luther King Day Celebration

UNCF is seeking the support of corporate and individual sponsors to help us achieve our goal of raising $50,000 to help students get to and through college.

~ Sponsorship Levels & Benefits ~

**Title Sponsor - $10,000**
- Recognition during MLK Day Program
- Premier placement of company name and logo on printed program
- Company name/logo placement on event signage
- Brand recognition in print and electronic media

**Additional Benefits**
- Recognition at the UNCF Upstate Mayors’ Masked Ball, March 16, 2024, at the Hyatt Regency Greenville, 220 N. Main Street, Greenville, SC 29601, listed as a Mayors’ Royal Court Sponsor with the following benefits:
  - Ten (10) Tickets for the Mayors’ Masked Ball
  - Four (4) VIP Tickets to Private Sponsor Reception
  - Brand recognition in all print and electronic media
  - Half-Screen ad on event video loop
  - Medium logo in program booklet

**Platinum Sponsor - $5,000**
- Recognition during MLK Day Program
- Premier placement of company name and logo on printed program
- Company name/logo placement on event signage
- Brand recognition in print and electronic media

**Additional Benefits**
- Recognition at the UNCF Upstate Mayors’ Masked Ball, March 16, 2024, at the Hyatt Regency Greenville, 220 N. Main Street, Greenville, SC 29601 listed a Mayors’ Court Sponsor with the following benefits:
  - Ten (10) Tickets for the Mayor’s Masked Ball
  - Two (2) VIP Tickets to Private Sponsor Reception
  - Brand Recognition in select print and electronic media
  - Name listed on event video loop
  - Name listed in program booklet
Gold Sponsor - $3,000
• Company recognition during program
• Premier placement of company name and logo on printed program
• Company name/logo placement on event signage
• Recognition in print and electronic media

Additional Benefits
• Recognition at the UNCF Upstate Mayors’ Masked Ball, March 16, 2024, at the Hyatt Regency Greenville, 220 N. Main Street, Greenville, SC 29601 listed a Table Host Sponsor with the following benefits:
  • Ten (10) guest tickets for Mayors’ Masked Ball
  • Name listed in program booklet

Silver Sponsor - $1,500
• Company recognition during program
• Inclusion of company name and logo on printed program
• Company name/logo placement on event signage

Bronze Sponsor - $500
• Inclusion of company name listed on printed program
• Company name listed on event signage
Sponsor Form

Company/Organization Name: __________________________________________________________

Contact Person/Title: _________________________________________________________________

Address: __________________________________________________________________________

City/State/Zip: _____________________________________________________________________

Telephone Number: ( ) ___________ Fax Number: ( ) ___________

E-Mail Address: _____________________________________________________________________

Please complete the following for contributions, make checks payable to UNCF and fax, email, or mail to:

UNCF Upstate Campaign
Attn: MLK Day Celebration
PO Box 5283
Greenville, SC 29606

YES, my company/I will support UNCF’s work in building an educated workforce and sponsor the UNCF Martin Luther King Day Celebration at the following sponsorship level (Please check appropriate level)

☐ $10,000 Title Sponsor  ☐ $5,000 Platinum Sponsor  ☐ $3,000 Gold Sponsor
☐ $1,500 Silver Sponsor  ☐ $500 Bronze Sponsor  ☐ $______ Donation

Please indicate below how your company’s name should be listed on our program booklet.

Company Name: _____________________________________________________________________

We are/I am unable to attend the MLK Day Celebration, please accept my donation of $______
Our check is enclosed for $__________________ (Payment due by December 15, 2023)

Credit card Payment:
Card Type: ______ Visa ______ Master Card ______ American Express ______ Discover
Card #: __________ - _______ - _______ - _______ Exp Date ______/____/____
# Digit Sec Code_______

Authorized Signature: ______________________________________________________________ Date: ___/___/___

For more information, please contact 864.649.0663 or upstatesc@uncf.org