

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S
**MASKED
BALL**

ATLANTA 2026



UNCF MAYOR'S
**MASKED
BALL**
ATLANTA 2026

WHEN

Saturday **DECEMBER 19** 2026

WHERE

Signia Hotel by Hilton

159 Northside Dr. NW
Atlanta, GA 30313

VIP Reception 6:00 p.m.

Dinner and Program 7:00 p.m.

FEATURING

Elegant Dinner

Billye Suber Aaron Masked Awards Ceremony

Auction

Live Entertainment

FORMAL ATTIRE



ABOUT

The Atlanta UNCF Mayor's Masked Ball is a premier fundraising gala and major social event focusing 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 a diverse group of corporate sponsors, local businesses and professional organizations, the Atlanta UNCF Mayor's Masked Ball is an evening of celebration attended by national celebrities, civic leaders, alumni, dignitaries, volunteers and friends of UNCF. This must-attend event is full of fun, fashion, glitz and glamour, and 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.

GOAL

\$2 M

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$10,000-\$250,000. Sponsor package benefits include a sponsor table for your guests and recognition at the event and in related advertising and promotional materials. Individual tickets are available for \$1,000.

HOSTS



The Honorable Andre Dickens
Mayor
City of Atlanta



Michael L. Lomax, Ph.D.
President and Chief Executive Officer
UNCF



Justine Boyd
Assistant Vice President
Atlanta Regional Office, UNCF

RESERVATIONS AND SPONSORSHIPS ARE NOW BEING ACCEPTED.

For more information, contact **Justine Boyd** at Justine.Boyd@uncf.org, **Nedra Davis** at Nedra.Davis@uncf.org or visit our website at [UNCF.org/AtlantaMMB](https://www.uncf.org/AtlantaMMB).

UNCF

WHO WE ARE

SUPPORTING HBCUs
AND STUDENTS IN NEED
LEARN MORE
[UNCF.ORG/AtlantaMMB](https://www.uncf.org/AtlantaMMB)

50,000+

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

37

HBCUs serving more than 50,000 students

100,000+

annual donors including major companies, foundations and individuals

12,000+

scholarships awarded annually through more than 400 programs

ADVOCACY

for mission driven institutions and underrepresented students.

Last year, UNCF awarded

1,364 awards
totaling
\$6,574,182

to deserving students from Georgia.

DESCRIPTIONS	TITLE	PRESENTING	MARQUIS	MAYOR'S ROYAL COURT	MAYOR'S MASKED COURT	MAYOR'S COURT
	\$250,000	\$100,000	\$50,000	\$25,000	\$15,000	\$10,000
MAYOR'S MASKED BALL PROMOTION						
Company name and logo as VIP Photo-Op and Reception on Promotional Materials	✓					
Opportunity to serve as honorary chair	✓					
Company Name and Logo on Marketing Materials, Electronic and Social Media	✓	✓	✓			
Company Logo on Event Webpage	✓	✓	✓	✓		
Opportunity for Company Representative to Serve as a Vice Chair on Event Host Committee	✓	✓	✓	✓	✓	✓
EVENT NIGHT BENEFITS						
Tickets for Private Red Carpet VIP Photo-op with UNCF President and Atlanta Mayor	10	4	2	2		
Tickets for the Mayor's Masked Ball Program	1 Estate Table of 20	1 Estate Table of 18	1 Estate Table of 16	1 Estate Table of 14	12	10
Prominent Branding as the VIP Photo-op Co-Sponsor for Night of Red-Carpet Event	✓					
Category Exclusivity	✓					
60 Second Speaking Opportunity for CEO or Designee During Program	✓					
CEO or Designee Recognition as one of the Honorary Co-Chairs for the Ball	✓					
30 Second PSA Video Message During Program	✓					
Company Logo on Step and Repeat	✓	✓				
Premium Table Placement	✓	✓	✓			
Table Recognition Signs	✓	✓	✓	✓	✓	✓
Full-Screen Sponsor Loop Ad in Video Presentation and in Digital Program	✓	✓	✓			
Company Logo on Ball Signage	✓	✓	✓			
Company Name Listed on Ball Signage				✓	✓	✓
Acknowledgement During the Event	✓	✓	✓			
Company Logo Displayed on a Shared Screen as Part of Sponsor Video Loop and in Digital Program	✓	✓	✓	✓		
Company Name Listed as Part of Sponsor Video Presentation and Listing in Digital Program					✓	✓
ADDITIONAL BENEFITS						
Listing in Post Event E-blast and social media	✓	✓	✓	✓		
Listing in Pre and Post Event Press Release	✓	✓	✓	✓		
SCHOLAR'S TICKET \$1,000 – LIMITED AVAILABILITY One (1) ticket to the Mayor's Masked Ball Program						



UNCF MAYOR'S
**MASKED
BALL**
ATLANTA 2026

**SPONSORSHIP
RESERVATION AND
ADVERTISING FORM**

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2026 UNCF Atlanta Mayor's Masked Ball at the following level:

\$250,000 Title

\$100,000 Presenting

\$50,000 Marquis

\$25,000 Mayor's Royal Court

\$15,000 Mayor's Masked Court

\$10,000 The Mayor's Court

\$1,000 Scholars Ticket(s)

_____ **Number of Tickets**

PLEASE NOTE: The 2026 UNCF Atlanta Sponsorship Package do not include After The Masked Ball Party Access or Tickets.

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

**ALL SPONSORSHIP PAYMENTS
DUE BY NOVEMBER 2, 2026.**

Please scan and email this completed form to UNCF at mary.drake@uncf.org or return by mail with your credit card information or your check payable to UNCF.

UNCF

Justine Boyd

Assistant Vice President

Justine.Boyd@uncf.org

245 Peachtree Center Avenue
Suite 2800
Atlanta, GA 30303
T 404.302.8623 "option 1"

All contributions are tax-deductible
to the fullest extent allowed by law.

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

SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS

SUITE

CITY

STATE

ZIP

COUNTRY

SPONSORSHIP PAYMENT METHODS

PAYMENT BY CHECK Please make checks payable to UNCF and send along with your signed agreement and this form to UNCF, 245 Peachtree Center Avenue, Suite 2800, Atlanta, GA 303039

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

AD SPECIFICATIONS

Sponsor Loop & Digital Program

FULL-SCREEN DIGITAL 6.4" wide X 3.6" high

HALF-SCREEN DIGITAL 3.2" wide X 3.6" high

FULL-PAGE AD-DIGITAL PROGRAM 7" wide X 11" high

DUE DATES

LOGO	10/2/26
SPONSOR LOOP AD	10/2/26
PAYMENT IN FULL	10/2/26
ELECTRONICALLY ASSIGN GUEST LIST NAMES BY	11/2/26

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.

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 complete and return by November 2, 2026 via email to atlantammb@uncf.org.

[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
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 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/AtlantaMMB

UNCF

245 Peachtree Center Avenue
Suite 2800
Atlanta, GA 30303

T 404.302.8623 "option 1"

Justine Boyd

Assistant Vice President
Justine.Boyd@uncf.org



@UNCF
#UNCFAtlanta
#AtlantaMMB