

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S
**MASKED
BALL**

BIRMINGHAM 2026

PRESENTING SPONSORS



Alabama Power

Foundation

SUPPORTING ALABAMA AND MISSISSIPPI



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

WHEN

Saturday **MARCH 7** 2026

WHERE

Sheraton Birmingham Hotel

2101 Richard Arrington Jr. Boulevard North
Birmingham, AL 35203

VIP Early Access 6:00 p.m.

The Masked Ball 7:00 p.m.

FEATURING

Elegant Dining
Masked Award Presentation
Entertainment

FORMAL ATTIRE



ABOUT

The **UNCF Birmingham Mayor's Masked Ball** is a premier fundraising 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 UNCF Birmingham 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

\$600,000

HOW

Corporations and community groups are invited to support this fundraising event. Sponsor package benefits include a sponsor table for your guests and recognition at the event and in related advertising and promotional materials.

UNCF STAFF HOST



Casi Ferguson

Area Development Director
Alabama & Mississippi

CO-CHAIR



Ralph Williams

Vice President for Birmingham Division
Alabama Power

Early reservations and sponsorship opportunities are now available. For more information, contact UNCF at **205.882.5913** or email lisa.daniels@UNCF.org. Visit our website at UNCF.org/Birminghammb.

Supporting HBCUs and the students they serve
[LEARN MORE UNCF.ORG/BIRMINGHAMMB](https://UNCF.org/Birminghammb)

  @UNCF #UNCFBirminghamMMB

UNCF

WHO WE ARE

SUPPORTING HBCUs
AND STUDENTS IN NEED

LEARN MORE

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

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

ADVOCACY

for mission driven institutions and underrepresented students.

11,000+

scholarships awarded annually through more than 400 programs

Last year, UNCF awarded nearly

700 scholarships totaling over \$2 million to deserving students from Alabama.



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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$100,000

- Presenting Sponsor recognition on all event marketing and press materials
- Ball registration for twenty (20) guests
- VIP Sponsorship Experience
- Opportunity for CEO or senior executive to pre-tape a 60-second video message to be included in evening's program
- CEO acknowledgment during evening's program
- Company logo as Presenting Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event
- Opportunity for a full-screen ad in digital program

DIAMOND SPONSOR \$50,000

- Diamond Sponsor recognition on all event marketing and press materials
- Ball registration for ten (10) guests
- VIP Sponsorship Experience
- Section of the Pre-Function or Entertainment will be named in your honor
- Opportunity for CEO or senior executive to pre-tape a 30-second video message to be included in evening's program
- CEO acknowledgment during evening's program
- Company logo as Diamond Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event
- Opportunity for a full-screen ad in digital program

PLATINUM SPONSOR \$25,000

- Platinum Sponsor recognition on all event marketing and press materials
- Ball registration for ten (10) guests
- VIP Sponsorship Experience
- Exclusive sponsorship of one of the digital program elements including honoree(s), student testimonial, entertainment or emcee
- Company logo as Platinum Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event
- Opportunity for a full-screen ad in digital program

GOLD SPONSOR \$12,500

- Gold Sponsor recognition on all event marketing materials
- Ball registration for ten (10) guests
- VIP Sponsorship Experience
- Company logo as Gold Sponsor displayed on event webpage and digital program
- Opportunity for a half-screen ad in digital program

SILVER SPONSOR \$5,000

- Silver Sponsor recognition on all event marketing materials
- Ball registration for eight (8) guests
- VIP Sponsorship Experience
- Company logo as Silver Sponsor displayed on event webpage, virtual event platform and digital program
- Opportunity for a half-screen ad in digital program

We have a limited number of tables available for non-profits and churches.
Please contact Lisa L. Daniels at lisa.daniels@uncf.org for more information.





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**SPONSORSHIP
RESERVATION AND
ADVERTISING FORM**

SPONSORSHIP OPPORTUNITIES

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

\$100,000
Presenting Sponsor

\$50,000
Diamond Sponsor

\$25,000
Platinum Sponsor

\$12,500
Gold Sponsor

\$5,000
Silver Sponsor

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

**ALL SPONSORSHIP PAYMENTS
DUE BY JANUARY 30, 2026.**

Please email this completed form to lisa.daniels@uncf.org or return by mail with your credit card information or your check payable to UNCF.

Payment can also be made at
UNCF.org/BirminghamMMB

UNCF
601 19th Street North
Second Floor
Birmingham, Al 35203
T 205.882.5913

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

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, 601 19th Street North, Second Floor, Birmingham, Al 35203.

INVOICE REQUESTED Please provide company/organization purchase order number (if necessary)

PAYMENT BY CREDIT CARD

Please complete the credit card payment information below and scan/email your signed reservation form to lisa.daniels@uncf.org.

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	1/19/26
DIGITAL PROGRAM AD	1/19/26
SPONSOR LOOP AD	1/19/26
PAYMENT IN FULL	1/30/26
GUEST LIST NAMES	1/30/26

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.

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/BirminghamMMB

United Negro College Fund, Inc.

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T 205.882.5913

Casi Ferguson

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@UNCF
#Birmingham