SPONSORSHIP AND MARKETING OPPORTUNITIES

9TH ANNUAL

UNCF MAYORS' MASKED BALL

HAMPTON ROADS 2026

Next Page

CITY OF NORFOLK, VIRGINIA

Hello Friends!

Norfolk is honored to serve as the host city for the **9th Annual UNCF Hampton Roads Mayors' Masked Ball**. As Mayor, I encourage you to join us in supporting this important fundraiser on **Saturday, March 7, 2026**, at the Hilton Norfolk The Main.

Our region understands well the historic significance and transformative power of Historically Black Colleges and Universities. Since 1944, UNCF has helped more than 500,000 students earn college degrees. Today, it awards over $100 million in scholarships annually to students at more than 1,100 institutions nationwide, including its network of 37 prestigious HBCUs.

Previous Page

Next Page

We are all familiar with UNCF's motto, "A mind is a terrible thing to waste."® That phrase is more than a slogan, it is a powerful truth. Through education, UNCF helps deserving students put their minds to use to reach their potential, and become the next generation of political, business, and community leaders.

Whether you are an HBCU alumnus, part of a college, a church, or a civic organization, or business leader, your support makes a meaningful impact. Every contribution to the local UNCF campaign directly benefits students in our region and strengthens our community's future. I invite you to come enjoy an evening of elegance, fellowship, and purpose at the Mayors' Masked Ball.

Thank you for your continued support.

Sincerely,

Kenneth Alexander

The Honorable Kenneth Cooper Alexander, Ph.D.
Mayor, Norfolk, VA

9TH ANNUAL

UNCF MAYORS' MASKED BALL

HAMPTON ROADS 2026

WHEN

Saturday **MARCH 7,** 2026

WHERE

Hilton Norfolk The Main

100 E Main St | Norfolk, VA 23510

Masked Reception 5:30 p.m.

Dinner and Program 7:00 p.m.

Masked Ball/After Party 9:00 p.m.

FEATURING

Masked Reception
Red Carpet Photo Ops
Elegant Dining
Masked Award Presentation
Fund the Mission Appeal
Paddle Raise
Silent Auction
Live Entertainment and Dancing

FORMAL ATTIRE

Black tie with a twist, guests are encouraged to wear sneakers.

UNCF

Previous Page

ABOUT

The UNCF Hampton Roads Mayor's Masked Ball is a premier fundraising gala and major social event, focusing on raising public awareness and large donations to support deserving students across Virginia. This highly anticipated event brings together individuals, small businesses, corporate sponsors, celebrities, dignitaries, civic leaders, public officials, and alumni who support UNCF's mission of investing in better futures for us all by getting students to and through college. We are thrilled to present an exclusive opportunity for you to become a valuable partner of our 9th Annual Hampton Roads Mayor's Masked Ball. By choosing to sponsor our fundraising event, not only will you be investing in the future of deserving students, but you will also be actively engaging with a community that believes in the transformative power of education. UNCF has been dedicated to creating opportunities for deserving students for over 80 years. Through various programs and initiatives, we aim to bridge the gap between financial barriers and educational aspirations. As a sponsor of this exciting event your brand will receive prominent recognition and exposure throughout the event and have the unique opportunity to connect with influential individuals, community leaders, and key stakeholders who share our dedication to empowering future generations.

GOAL

$350,000

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from $1,500 to $50,000. Sponsor benefits include reserved table, recognition at the event and in related print and electronic materials.

Next Page

RESERVATIONS AND SPONSORSHIPS ARE NOW AVAILABLE.

For more information, contact **Dana Brown**, UNCF Area Development Director, at dana.brown@UNCF.org, or **Dianna Ruffin**, UNCF Development Associate, at dianna.ruffin@uncf.org.

HOSTED BY

The Honorable Kenneth Cooper Alexander, Ph.D.
Mayor, Norfolk, VA

The Honorable Michael D. "Mike" Duman
Mayor, Suffolk, VA

The Honorable Jimmy Gray
Mayor, Hampton, VA

The Honorable Robert M. "Bobby" Dyer
Mayor, City of Virginia Beach, VA

The Honorable Phillip D. Jones
Mayor, City of Newport News

The Honorable Shannon E. Glover
Mayor, Portsmouth, VA

The Honorable Dr. Richard W. "Rick" West
Mayor, Chesapeake, VA

UNCF
WHO WE ARE

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

50,000+
students attending more than 1,100 colleges and universities and receiving UNCF scholarships

100,000+
annual donors including major companies, foundations and individuals

12,000+
scholarships awarded annually through more than 400 programs

37
HBCUs serving more than 50,000 students

ADVOCACY
for mission driven institutions and underrepresented students.

Last year, UNCF awarded
288 awards totaling close to $1.6 million
to deserving students from Virginia.

Previous Page
Next Page

9TH ANNUAL
UNCF MAYORS'
MASKED BALL
HAMPTON ROADS 2026

SPONSORSHIP OPPORTUNITIES

DESCRIPTIONS	MARQUIS (PRESENTING) $50,000	MAYORS' ROYAL COURT $25,000	MAYORS' MASKED COURT $10,000	THE MAYORS' COURT $5,000	SMALL BUSINESS/ EDUCATIONAL INSTITUTION $3,000	GENERAL $1,500
SPONSORSHIP BENEFITS						
Reserved tables	✔ 20 Guests	✔ 10 Guests	✔ 10 Guests	✔ 10 Guests	✔ 10 Guests	4 Tickets at same table (if available)
Registration to the VIP reception	✔ 20 Guests	✔ 10 Guests	✔ 10 Guests			
Pre-Reception VIP photo-op with host mayor and students	✔	✔	✔ Red Carpet with host mayors only			
Opportunity to produce a pre-recorded message from your CEO to be aired during program	✔ 60-second	✔ 30-second				
Premier promotion of corporate logo and name prominently displayed as a Marquis Sponsor on local UNCF website pages, throughout gala program,	✔					
Brand recognition in select print and electronic media	✔	✔	✔	✔	✔	Listing as General Sponsor
Prominent brand placement in pre-function area	✔	✔				
Promotional acknowledgement in pre-, during and post- gala social media event activities and event website	✔	✔				
Recognition as Marquis Sponsor on press releases, virtual banners, digital and spoken program and in UNCF annual report	✔					
Opportunity for company representative to serve on event host committee	✔ Chairperson	✔ Honorary Vice Chair	✔	✔		
Ad in program and in sponsor video presentation	✔ Full page; full screen	✔ Full screen only				
Company logo displayed on a shared screen as part of sponsor video welcome	✔	✔				

VIP TICKET $500 – Premium Reserved Seating – Limited Availability

INDIVIDUAL RESERVATIONS $250 – Limited Availability

Previous Page

Next Page

9TH ANNUAL
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MASKED BALL
HAMPTON ROADS 2026

SPONSORSHIP RESERVATION AND ADVERTISING FORM

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 9th Annual UNCF Hampton Roads Mayors' Masked Ball at the following level:

- ☐ **$50,000 Marquis (Presenting)**
- ☐ **$25,000 Mayors' Royal Court**
- ☐ **$10,000 Mayors' Masked Court**
- ☐ **$5,000 The Mayors' Court**
- ☐ **$3,000 Small Business/ Educational Institution**
  Available for Small Businesses with 10 Employees or Less
- ☐ **$1,500 General**

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

Previous Page

ALL SPONSORSHIP PAYMENTS DUE BY _____, 2026.
Please complete this form and return by mail with your credit card information or your check payable to UNCF. For more information, please contact Dana Brown, UNCF Area Development Director, at dana.brown@UNCF.org, or Dianna Ruffin, UNCF Development Associate, at dianna.ruffin@UNCF.org..

UNCF
Dana Brown
Area Development Director
Dana.Brown@uncf.org

701 East Franklin Street
Suite 503
Richmond, VA 23219
T 804 359 1581

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

UNCF.org/HamptonRoadsMMB

SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS SUITE

CITY STATE ZIP

COUNTRY

SPONSORSHIP PAYMENT METHODS

Next Page

☐ **PAYMENT BY CHECK** Please make checks payable to UNCF and send along with your signed agreement and this form to UNCF. 701 East Franklin Street | Suite 503 | Richmond, VA 23219

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

☐ **PAYMENT BY CREDIT CARD** ☐ ☐ VISA ☐ AMEX ☐ DISCOVER

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	2/__/26
SPONSOR LOOP AD	2/__/26
PAYMENT IN FULL	2/__/26
GUEST LIST NAMES	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.

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UNCF MAYORS'
MASKED BALL
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GUEST REGISTRATION

Please complete and return by _____, 2026 via email to dianna.ruffin@uncf.org.

PLEASE LIST YOUR GUESTS BELOW. PLEASE PRINT. (Use GUEST LIST in subject line)

NAME	PHONE NUMBER	EMAIL ADDRESS
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Previous Page

Next Page

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

Previous Page

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

United Negro College Fund, Inc.
701 East Franklin Street
Suite 503
Richmond, VA 23219

T 804 359 1581

Dana Brown
Area Development Director

Dianna L. Ruffin
Development Associate

@VAUNCF
#MMBHamptonRoads
#UNCFVA