



SPONSORSHIP PACKAGE

Saturday, August 15, 2026

8:00 AM

*Belle Isle State Park (at Casino)

*State Park Recreation Passport Required



UNCF, founded in 1944, has been instrumental in helping more students attend and graduate from college. UNCF is the nation's largest and most effective education organization of its kind. UNCF supports student education and development through education, scholarships, and other programs, while strengthening its 37 member institutions and HBCU. UNCF's mission is to build a robust and nationally recognized pipeline of students who, because of UNCF support, become highly qualified college graduates. UNCF envisions a nation where all individuals 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. UNCF has enabled over 500,000 students to attend and graduate from college; raising more than \$6 Billion and changing lives for generations.

UNCF MEMBER SCHOOLS

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 College

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 College

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

Tougaloo College

Tougaloo, MS

Texas College

Tyler, TX

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



The **38th Annual UNCF Detroit Walk for Education** is a broad-based community fundraising event in which you can recruit family members, friends, co-workers, neighbors, etc. to participate in this non-competitive Walk to raise much needed unrestricted funds for UNCF as well as provide necessary support for our students and schools and raise awareness about our 37 member institutions and HBCUs. The only competition is for the top fundraising Team Captain Prizes, which goes to the team captains based upon the amount of funds raised first in each category.

Come out and join us on **Saturday, August 15, 2026**, at *Belle Isle State Park (near the Casino) to help us reach our fundraising goal of \$600,000 and help students get to and successfully through college. We will work our bodies with a 5K (3.1 mile) walk around beautiful Belle Isle and refresh our spirit with family, friends, fellowship and good food on a beautiful summer day.

**38th Annual UNCF Detroit Walk for Education
Executive Walk Co-Chairs:**

Howard J. Hughey

Michigan Public Affairs
AAA – The Auto Club Group

Chadwick Williams

Plant Director- DMAX
General Motors

Thank you to the **37th Annual UNCF Detroit Walk for Education** sponsors and underwriters for their support in 2025. Your generous financial support helped us raised **\$771,655!!!!**

PhD Sponsor



Master's Sponsors



Bachelor's Sponsors



Vendor Sponsors

Bankers Life
Versiti

**We hope you will join us in 2026 as a Sponsor and/or Underwriter of the
38th Annual UNCF Detroit Walk for Education.**

UNCF Michigan Office

Patrice M. Neal, Regional Development Director
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Saturday, August 15, 2026
Belle Isle State Park (at Casino), Detroit, MI
8:00 am – 11:00 am

REGISTRATION

Type	Adults (18 & up)	*Students (12 - 17)	*Children (11 & under)
Online Pre-registration (Closes: 8/8/26)	\$30.00	\$20.00	Free
On-site Registration (Day of event: 8/15/26)	\$35.00	\$25.00	Free

*17 and under must be accompanied by an adult/guardian

PROGRAM

8:00 AM – Team Check-in & Registration
8:30 AM – Program & Warm-up
9:00 AM – Walk Begins

ACTIVITIES

Children's Games
DJ
Face Painting & Balloon Animals
Mini Massages & Health Screenings
Team Photos
Team Trophy Presentations
Vehicle Displays

Much more...



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor - \$30,000

- Participate in official Walk ribbon cutting
- Lead the Walk with UNCF executive
- Corporate representative speaks at program
- Recognized in UNCF Walk press releases
- Product placement display opportunity (automotive = 15 cars)
- Logo on walk t-shirts (**Friday, July 10, 2026**)
- Corporate logo placement on Walk website w/hyperlink to company website
- Pre-event promotional marketing on local UNCF social media platforms
- Post-event recognition on local UNCF social media platforms
- Premier event tent (40x40 seats 192) location
- On-site kick-off with team captains
- Complimentary Walk registrations (25)
- Company name on mile marker signs (4)
- Inclusion in Walk Day announcements
- Inclusion in Walk Day signage
- Recognized in post event ceremony

PhD Sponsor - \$15,000

- Recognized in UNCF Walk press releases
- Product placement display opportunity (automotive = 10 cars)
- Logo on walk t-shirts (**Friday, July 10, 2026**)
- Corporate logo placement on Walk website w/hyperlink to company website
- Pre-event promotional marketing on local UNCF social media platforms
- Post-event recognition on local UNCF social media platforms
- Prime event tent (20x40 seats 100) location
- On-site kick-off with team captains
- Complimentary Walk registrations (15)
- Company name on mile marker signs (2)
- Inclusion in Walk Day announcements
- Inclusion in Walk Day signage
- Recognized in post event ceremony



SPONSORSHIP OPPORTUNITIES CONT'D...

Master's Sponsor - \$10,000

- Recognized in UNCF Walk press releases
- Logo on walk t-shirts (**Friday, July 10, 2026**)
- Corporate logo placement on Walk website w/hyperlink to company website
- Pre-event promotional marketing on local UNCF social media platforms
- Post-event recognition on local UNCF social media platforms
- Prime event tent (20x30 seats 70) location
- On-site kick-off with team captains
- Complimentary Walk registrations (10)
- Company name on mile marker sign (1)
- Inclusion in Walk Day announcements
- Inclusion in Walk Day signage
- Recognized in post event ceremony

Bachelor's Sponsor - \$5,000

- Logo on walk t-shirts (**Friday, July 10, 2026**)
- Tent (15 x 15 seats 30)
- On-site kick-off with team captains
- Complimentary Walk registrations (5)
- Inclusion in Walk Day announcements
- Inclusion in Walk Day signage
- Recognized in post event ceremony

Tuition Sponsor - \$3,500

- Tent (10 x 10 seats 12)
- Complimentary Walk registrations (3)
- Inclusion in Walk Day signage
- Recognized in the post event ceremony



SPONSORSHIP OPPORTUNITIES CONT'D...

Room & Board Sponsor - \$2,500

- Included in Walk Day signage
- Recognized in the post event ceremony

Books & Fees Sponsor - \$1,000

- Recognized in post event ceremony

Vendor - \$500

- One (1) table and two (2) chairs provided
- Booth location (**near UNCF registration tent**) to display materials with access to the pre-and post-Walk participants; vendor supplies their own tent

Underwriting and in-kind options are available.

Please contact Patrice M. Neal, Regional Development Director to discuss underwriting opportunities. Deadline for underwriting opportunities is **Friday, July 31, 2026.**



TEAM CAPTAIN (ONLY) INCENTIVE PRIZES

To qualify for prizes, all funds must be in by **Saturday, August 8, 2026**. All prizes are first-come, first-served.

APPLE GIFT CARD

Raise \$25,000 & above - (First Winner)

BOSE SPEAKER

\$10,000 - (First 2 Winners)

ECHO SHOW 3RD GENERATION

\$5,000 - (First 3 Winners)

UNCF JACKET

\$2,500 - (First 5 Winners)

UNCF CHAIR W/UMBRELLA

\$1,000 - (First 10 Winners)

UNCF BACKPACK

\$500 - (First 15 Winners)

UNCF WALK T-SHIRT & EMBROIDERED BASEBALL CAP

\$250

Prizes are subject to change.

TRAVELING TROPHIES

Trophy consideration deadline is **Saturday, August 8, 2026**. The trophy categories are:

- Top Fundraising Large Corporate Team
- Top Fundraising Mid-Size Corporate Team
- Top Fundraising Alumni or Greek Organization Team
- Top Future Leaders Team (Ages 12 – 17)



SPONSORSHIP COMMITMENT FORM

Company/Organization Name: _____

Contact Person/Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone: (_____) _____ Fax: (_____) _____

Signature: _____

Please indicate your commitment level:

- | | | | |
|-------------------------------------|----------|---------------------------------------|---------|
| <input type="checkbox"/> Presenting | \$30,000 | <input type="checkbox"/> Tuition | \$3,500 |
| <input type="checkbox"/> PhD | \$15,000 | <input type="checkbox"/> Room & Board | \$2,500 |
| <input type="checkbox"/> Master's | \$10,000 | <input type="checkbox"/> Books & Fees | \$1,000 |
| <input type="checkbox"/> Bachelor's | \$5,000 | <input type="checkbox"/> Vendor | \$500 |

We are unable to sponsor the **38th Annual UNCF Detroit Walk for Education**.

Please accept this donation \$1,000 \$500 \$250 Other \$ _____

IMPORTANT DATES

Team Captain Prize & Trophy Consideration Deadline: Saturday, August 8, 2026

Online Pre-Registration Ends: Saturday, August 8, 2026

Walk Site Closes: Saturday, October 3, 2026

Credit Card Authorization: To process your sponsorship with a credit/debit card payment, proceed to www.uncf.org/detroitwalk. For ACH or EFT payment, contact our office **IN ADVANCE** for proper transaction information. Please email the completed sponsorship commitment form to: Patrice M. Neal, Area Development Director at patrice.neal@uncf.org.