



2026 UNCF MKE

Walk for Education

SPONSORSHIP PACKET

Saturday, August 1, 2026

Veterans Park

UNCF Walk for Education - MKE

...is our foremost grassroots fundraising event to support deserving students with the financial assistance needed to reach their goals of going to and through college. Corporations, groups, and individuals ban together from all over our amazing city to walk or run for education. The students we serve look to UNCF for the education they need. And UNCF looks to you. Here are three ways to support this worthy cause:

- ▶ **Become a Sponsor:** Be a champion of change and fuel our mission to make a difference by becoming a sponsor!
- ▶ **Become an In-kind Sponsor:** Join forces with us by helping us to secure needed elements and reduce cost.
- ▶ **Donate to the cause.**

Everyone who believes that ***a mind is a terrible thing to waste but a wonderful thing to invest*** in should participate and inspire others which empowers our young people to secure their passports to opportunity – a college degree.

Every step we take at the 42nd annual Walk for Education – Milwaukee brings us that much closer to sending more students to college and furthering UNCF's mission. This event is an opportunity for Milwaukee to rally together to help local students get the college education we needs them to have in order to compete in the global economy.

UNCF, a nationally recognized leader in educational assistance, is preparing to embark on an ambitious fundraising campaign. Hundreds of thousands of individuals, corporations and foundations have contributed more than \$5 billion to send students to and through college since the organization began in 1944. Thus, we are reaching out to you with great excitement and anticipation of the greater impact we can create together. UNCF needs your continued support and the students we serve need our help.



Every year UNCF administers over 400 programs, awarding more than 10,000 scholarships!

OUR MISSION & VISION

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 member institutions is a respected model of best practice in moving students to and through college.

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.

ABOUT UNCF

UNCF is the nation's largest and most effective minority education organization. To serve youth, the community and the nation, UNCF supports student education and development through scholarships and other programs, supports and strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. While totaling only 3% of all colleges and universities, UNCF institutions and other historically Black colleges and universities are highly effective, awarding 13% of bachelor's degrees, 5% of master's degrees, 10% of doctoral degrees and 24% of all STEM degrees earned by Black students in higher education.

UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 60,000 students at over 1,100 colleges and universities across the country. Its logo features the UNCF torch of leadership in education and its widely recognized tagline, "A mind is a terrible thing to waste."®



UNCF makes the case, in Washington and around the country, for the importance of HBCUs and college education, for college readiness and every child's right to a strong K-12 education.



Today, 60% of students supported by UNCF are the first in their families to attend college.

UNCF MKE Walk for Education Sponsorship Levels

Marathon Sponsor - \$20,000

- Company spokesperson to serve as a Walk Grand Marshal
- Company spokesperson to provide remarks during the Walk for Education opening program
- Premier placement on all UNCF mediums: UNCF regional webpage, MKE Walk website, email blitz, newsletters, and SM posts
- :15 sec corporate highlight video on all UNCF mediums
- Sponsor branded stage signage, route signage, and co-branded start & finish signage
- Company recognition on all collaterals (pre-event, event day and post event) as a Marathon Sponsor
- Corporate tent space at the event for use with company banner. (company must provide banner)
- 30 complimentary Walk registrations & T-shirts for participants

Your sponsorship level also helps to sponsor 50 students from the community to participate on event day.



.85 cents of every dollar raised goes to student support and scholarships

Half Marathon Sponsor - \$15,000

- Company spokesperson to provide remarks during the Walk for Education opening program
- Prominent placement on all UNCF mediums: UNCF regional webpage, MKE Walk website, email blitz, newsletters, and SM posts
- Corporate highlight on all UNCF mediums
- Sponsor co-branded start & finish signage, route signage
- Company recognition on all collaterals (pre-event, event day and post event) as a Half Marathon sponsor
- Corporate tent space at the event for use with company banner. (company must provide banner)
- 25 complimentary Walk registrations & T-shirts for participants

Your sponsorship level also helps to sponsor 40 students from the community to participate on event day.

Cross Country Sponsor - \$10,000

- Company spokesperson to provide remarks during the Walk for Education opening program
- Company logo included on all UNCF mediums: UNCF regional webpage, MKE Walk website, email blitz, and SM posts
- Co-branded route signage
- Company recognition on all collaterals (pre-event, event day and post event) as a Cross Country Sponsor
- Corporate tent space at the event for distribution of materials, or employee participation with company banner. (company must provide banner)
- 20 complimentary Walk registrations & T-shirts for participants

Your sponsorship level also helps to sponsor 25 students from the community to participate on event day.



UNCF has raised more than \$6B enabling more than 500,000 deserving students the ability to earn a college degree.

Sprinter Sponsor - \$7,500

- Company spokesperson to provide remarks during the Walk for Education opening program
- Company logo included on all UNCF mediums: UNCF regional webpage, MKE Walk website, email blitz, newsletters, and SM posts
- Sponsor branded route signage
- Company recognition on all collaterals (pre-event, event day and post event) as a Sprinter Sponsor
- Corporate tent space at the event for use with company banner. (company must provide banner)
- 15 complimentary Walk registrations & T-shirts for participants

Your sponsorship level also helps to sponsor 15 students from the community to participate on event day.

Pace Sponsor - \$5,000

- Company spokesperson to provide remarks during the Walk for Education opening program
- Company logo included on all UNCF mediums: UNCF regional webpage, MKE Walk website, email blitz, and SM posts
- Co-branded route signage
- Company recognition on all collaterals (pre-event, event day and post event) as a Pace Sponsor
- Corporate tent space at the event for distribution of materials, or employee participation with company banner. (company must provide banner)
- 10 complimentary Walk registrations & T-shirts for participants

Your sponsorship level also helps to sponsor 10 students from the community to participate on event day.



DONATION OPTION

UNCF is committed to getting students to and through college. See the impact your gift can make at the following levels:



\$3,500 – will help a student with Tuition Balances



\$2,500 – will help a student with Room & Board



\$1,500 – Will help a student with Secure a Meal Plan



\$1,000 – Wil help a student with Books & Fees

Remember, a gift of any size will be a tremendous help to a student in need.



2026 UNCF MKE WALK FOR EDUCATION SPONSORSHIP COMMITMENT REPLY FORM

To be included in selected printed materials, your completed/signed form must be submitted
ON/Before June 29, 2026.

Commitment Level:

- _____ Marathon Sponsor – \$20,000
- _____ Half Marathon Sponsor – \$15,000
- _____ Cross Country Sponsor – \$10,000
- _____ Sprinter Sponsor – \$7,500
- _____ Pace Sponsor – \$5,000

- We are unable to be a walk sponsor but would like to make a tax-deductible donation of \$_____.

CONTACT INFORMATION:

Company Name: _____

Contact Name & Title: _____

Address: _____

City: _____ State _____ Zip _____

Phone: _____ Email: _____

Please email your commitment form to latina.brooks@uncf.org and remit payment to: UNCF at 29 E. Madison Street, Suite 1600, Chicago, IL 60602.