

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S  
**MASKED  
BALL**

BIRMINGHAM 2027

SUPPORTING ALABAMA AND MISSISSIPPI



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

**WHEN**

Saturday **MARCH 13** 2027

**WHERE**

**Sheraton Birmingham Hotel**

2101 Richard Arrington Jr. Boulevard North  
Birmingham, AL 35203

**General Registration and Cocktail Hour**

6:00 p.m.

**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

Early reservations and sponsorship opportunities are now available. For more information, contact UNCF at **205.919.7376**. Visit our website at **UNCF.org/Birminghammb**.

Supporting HBCUs and the students they serve  
**LEARN MORE [UNCF.ORG/BIRMINGHAMMB](https://www.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

**11,000+**

scholarships awarded annually through more than 400 programs

## ADVOCACY

for mission driven institutions and underrepresented students.

---

Last year, UNCF awarded nearly

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

---



UNCF MAYOR'S  
**MASKED  
BALL**  
BIRMINGHAM 2027

## 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 Casi Ferguson at [casi.ferguson@uncf.org](mailto:casi.ferguson@uncf.org) for more information.





UNCF MAYOR'S  
**MASKED  
BALL**  
BIRMINGHAM 2027

**SPONSORSHIP  
RESERVATION AND  
ADVERTISING FORM**

**SPONSORSHIP OPPORTUNITIES**

I agree to be a sponsor of the 2027 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, 2027.**

Please email this completed form to [casi.ferguson@uncf.org](mailto:casi.ferguson@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](https://www.uncf.org/BirminghamMMB)

**UNCF**

950 22nd Street North  
Suite 674  
Birmingham, Alabama 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, 950 22nd Street North, Suite 674, Birmingham, Alabama 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](mailto: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               | 1/19/27 |
| DIGITAL PROGRAM AD | 1/19/27 |
| SPONSOR LOOP AD    | 1/19/27 |
| PAYMENT IN FULL    | 1/30/27 |
| GUEST LIST NAMES   | 1/30/27 |

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 January 30, 2027 via email to [casi.ferguson@uncf.org](mailto:casi.ferguson@uncf.org).

PLEASE PRINT. (Use GUEST LIST in subject line)

[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](http://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](http://UNCF.ORG/BirminghamMMB)**

**United Negro College Fund, Inc.**  
950 22nd Street North  
Suite 674  
Birmingham, Alabama 35203

T 205.882.5913

**Casi Ferguson**  
Area Development Director  
[Casi.Ferguson@UNCF.org](mailto:Casi.Ferguson@UNCF.org)



@UNCF  
#Birmingham