

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S  
**MASKED  
BALL**

COLUMBUS, GA 2027



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**MASKED  
BALL**  
COLUMBUS, GA 2027

**WHEN**

Saturday **MARCH 6** 2027

**WHERE**

**Columbus Georgia Convention & Trade Center**

801 Front Ave.  
Columbus, GA 31901

**Reception** 6:00 p.m.

**The Masked Ball** 7:00 p.m.

**FEATURING**

PRIVATE VIP Masked Reception

Masked Awards

Christine Barksdale Dawson  
Volunteerism Award

Student Testimonial

Live Entertainment

**FORMAL ATTIRE**

**Ladies** Long Gown and Mask  
**Gentlemen** Black Tie and Mask



**ABOUT**

The Columbus UNCF Mayor's Masked Ball is a premier fundraising gala 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 Columbus UNCF 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.

**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.

Individual tickets are available for \$150.

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**RESERVATIONS AND SPONSORSHIPS ARE NOW BEING ACCEPTED.**

For more information, contact Terrion Smith at 404.596.5689 or [tsmith@uncf.org](mailto:tsmith@uncf.org) or Patricia Eldridge at 706.575.5372 or email [palael1030@aol.com](mailto:palael1030@aol.com) or UNCF at 404.302.8623 "option 1" or visit our website at [UNCF.org/ColumbusMMB](http://UNCF.org/ColumbusMMB).

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**COLUMBUS MAYOR'S MASKED BALL LEADERSHIP**

**HOST COMMITTEE**

**The Honorable Calvin Smyre**  
Former Georgia State Representative  
Columbus Corporate Chairman Emeritus

**The Honorable B.H. "Skip" and Mrs. Karon Henderson**  
Mayor, Columbus, GA

**Michael L. Lomax, Ph.D.**  
President and CEO, UNCF

**Justine Boyd**  
Assistant Vice President, UNCF

**Nikki Gallman**  
Area Development Director, UNCF

**CAMPAIGN COORDINATOR**  
Patricia Eldridge

**CAMPAIGN ADVISERS**  
Ann H. Davis  
Christine Barksdale Dawson

**STEERING COMMITTEE**

Col. (retired) Jack Collins  
Shirley Davis  
Myleata Eldridge  
Jed Harris  
Charles E. Huff Jr.  
Charonda Huff  
Dr. Ralph Huling  
Kathy Jones  
Danita Gibson Lloyd  
Lucas Milton  
Dominic Overton  
Latavia Rivers  
Darlene Robinson  
Gwendolyn Ruff  
Dr. Marlon Scott  
Winifred B. Torain  
Gloria A. Turnage  
Miriam Williams  
Tameca Williams

# UNCF

## WHO WE ARE

SUPPORTING HBCUs  
AND STUDENTS IN NEED  
LEARN MORE  
[UNCF.ORG/ColumbusMMB](https://www.uncf.org/ColumbusMMB)

**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

**12,000+**

scholarships awarded annually through more than 400 programs

## ADVOCACY

for mission driven institutions and underrepresented students.

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Last year, UNCF awarded  
**1,364 scholarships**  
**totaling \$6,574,182**  
to deserving students from Georgia.

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## SPONSORSHIP OPPORTUNITIES

### PRESENTING SPONSOR \$50,000

- Reserved Estate table for Fourteen (14) guests to the Mayor's Masked Ball
- Access for Fourteen (14) guests to the private VIP sponsor reception
- Presenting Sponsor recognition on all event marketing and press materials
- 1 minute speaking opportunity for CEO or senior executive or pre-tape 60-second video message
- Full-screen digital ad in sponsor loop
- Full-page ad in digital program
- Company logo as Presenting Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event

### MAYOR'S ROYAL COURT \$25,000

- Premier Seating for Twelve (12) guests to the Mayor's Masked Ball
- Access for Twelve (12) guests to the private VIP sponsor reception
- Mayor's Royal Court Sponsor recognition on all event marketing and press materials
- Opportunity for CEO or senior executive to pre-tape a 60-second video message
- Full-screen digital ad in sponsor loop
- Full-page ad in digital program
- Company logo as Mayor's Royal Court Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event

### MAYOR'S MASKED COURT \$12,500

- Premier Seating for Ten (10) guests to the Mayor's Masked Ball
- Access for Ten (10) guests to the PRIVATE VIP sponsor reception
- Mayor's Masked Court recognition on all event marketing materials
- Half-screen digital ad in sponsor loop
- Half-page ad in digital program
- Company logo as Mayor's Masked Court Sponsor displayed on event webpage and digital program

### THE MAYOR'S COURT \$5,000

- Reserved Table for Ten (10) guests to the Mayor's Masked Ball
- Access for Two (2) guests to the private VIP sponsor reception
- Mayor's Court recognition on all event marketing materials
- Half-screen digital ad in sponsor loop
- Half-page ad in digital program

### FRIENDS OF UNCF \$2,500

- Reserved Table for Ten (10) guests to the Mayor's Masked Ball
- Access for Two (2) guests to the private VIP sponsor reception
- Friends of UNCF Sponsor recognition on all event marketing materials

### TABLE HOST \$1,500

- Reserved Table for Ten (10) guests to the Mayor's Masked Ball
- Access for Two (2) guests to the private VIP sponsor reception

### "A MIND IS..."® (AMI) SPONSOR \$1,000

- Premier Seating for Two (2) guests to the Mayor's Masked Ball
- Access for Two (2) guests to the private VIP sponsor reception
- Listed as an "A Mind Is..."® (AMI) Sponsor
- "A Mind Is..."® (AMI) Sponsor recognition on event digital program

### INDIVIDUAL TICKETS \$150

- One (1) ticket to the Mayor's Masked Ball

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Thank you for supporting  
the UNCF Columbus  
Mayor's Masked Ball

#### RESERVATIONS AND SPONSORSHIPS ARE NOW BEING ACCEPTED.

For more information and  
sponsorship opportunities, contact  
Terrion Smith at 404.596.5689 or  
tsmith@uncf.org or Patricia Eldridge  
at 706.575.5372 or email  
alael1030@aol.com or UNCF at  
404.302.8623 "option 1" or visit our  
website at UNCF.org/ColumbusMMB.

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**SPONSORSHIP  
RESERVATION AND  
ADVERTISING FORM**

**SPONSORSHIP OPPORTUNITIES**

I agree to be a sponsor of the 2027 UNCF Columbus Mayor's Masked Ball at the following level:

- \$50,000 Presenting**
- \$25,000 Mayor's Royal Court**
- \$12,500 Mayor's Masked Court**
- \$5,000 The Mayor's Court**
- \$2,500 Friends of UNCF**
- \$1,500 Table Host**
- \$1,000 "A Mind is... "® (AMI)**

**\$150 INDIVIDUAL TICKET**

\$ \_\_\_\_\_

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

**ALL SPONSORSHIP PAYMENTS DUE  
BY FRIDAY FEBRUARY 5, 2027**

Please complete this form and return by mail with your credit card information or your check payable to UNCF. For more information, please call Terrion Smith at 404.596.5689 or Patrice Eldridge at 706.575.5372.

**UNCF  
Columbus Campaign**

245 Peachtree Center Avenue, NE  
Suite 2800  
Atlanta, GA 30303  
T 404.302.8623 "option 1"

UNCF.org/ColumbusMMB

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, 245 Peachtree Center Avenue, NE, Suite 2800, Atlanta, GA 30303

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

**PAYMENT BY CREDIT CARD**



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 Digital Sponsor Loop**

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

HALF-PAGE AD-DIGITAL PROGRAM 7" wide X 5.5" high

**DUE DATES**

|                  |        |
|------------------|--------|
| LOGO             | 2/5/27 |
| SPONSOR LOOP AD  | 2/5/27 |
| PAYMENT IN FULL  | 2/5/27 |
| GUEST LIST NAMES | 2/5/27 |

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 Monday, February 5, 2027 via email to [tsmith@uncf.org](mailto:tsmith@uncf.org).

**PLEASE LIST YOUR GUESTS BELOW. 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/ColumbusMMB](http://UNCF.ORG/ColumbusMMB)

### UNCF

245 Peachtree Center Avenue, NE  
Suite 2800  
Atlanta, GA 30303

T 404.302.8623 "option 1"



@UNCF  
#ColumbusGAMMB  
#ColumbusGA

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