

SPONSORSHIP AND MARKETING OPPORTUNITIES



10TH ANNUAL  
UNCF MAYORS'  
MASKED  
BALL

HAMPTON ROADS 2027

# CITY OF NORFOLK, VIRGINIA



Hello Friends!

Norfolk is honored to serve as the host city for the **10th Annual UNCF Hampton Roads Mayors' Masked Ball**. As Mayor, I encourage you to join us in supporting this important fundraiser on **Saturday, March 20, 2027**, 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.

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,

**The Honorable Kenneth Cooper Alexander, Ph.D.**

Mayor, Norfolk, VA

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10TH ANNUAL  
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HAMPTON ROADS 2027

**WHEN**

Saturday **MARCH 20, 2027**

**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.



**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 10th 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.

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**RESERVATIONS AND SPONSORSHIPS ARE NOW AVAILABLE.**

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

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**HOSTED BY**



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



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



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



**The Honorable Shannon E. Glover**  
Mayor, Portsmouth, VA



**The Honorable Jimmy Gray**  
Mayor, Hampton, VA



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



**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](https://www.uncf.org/HamptonRoadsMMB)

**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

**288 awards**  
**totaling close to**  
**\$1.6 million**

to deserving students from Virginia.

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## SPONSORSHIP OPPORTUNITIES

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

**VIP TICKET \$500 - Premium Reserved Seating - Limited Availability**

**INDIVIDUAL RESERVATIONS \$250 - Limited Availability**



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## SPONSORSHIP RESERVATION AND ADVERTISING FORM

### SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 10th 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.

### ALL SPONSORSHIP PAYMENTS DUE BY \_\_\_\_\_, 2027.

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](mailto:dana.brown@UNCF.org), or Dianna Ruffin, UNCF Development Associate, at [dianna.ruffin@UNCF.org](mailto:dianna.ruffin@UNCF.org).

#### UNCF

**Dana Brown**

Area Development Director

[Dana.Brown@uncf.org](mailto: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](https://www.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

**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/\_\_/27

SPONSOR LOOP AD

2/\_\_/27

PAYMENT IN FULL

2/\_\_/27

GUEST LIST NAMES

2/\_\_/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 \_\_\_\_\_, 2027 via email to [dianna.ruffin@uncf.org](mailto:dianna.ruffin@uncf.org).

[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/HamptonRoadsMMB](http://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