

SPONSORSHIP AND MARKETING OPPORTUNITIES



13TH ANNUAL

UNCF

MASKED BALL

CHARLOTTE 2027



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**MASKED
BALL**
CHARLOTTE 2027

WHEN

Saturday **MARCH 6** 2027

WHERE

Charlotte Convention Center

Crown Ballroom

501 S. College St.

Charlotte, NC 28202

Masked Reception 5:30 p.m.

Dinner and Program 7:00 p.m.

Afterparty 9:00 p.m.

FEATURING

Elegant Dining

Masked Award Presentation

Entertainment/After-Party

FORMAL ATTIRE

Black tie with a twist, guests are encouraged to wear sneakers.



ABOUT

The UNCF Charlotte Masked Ball is the premiere fundraising gala and major social event. The event focuses on raising public awareness and large donations to support deserving students across North Carolina. 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 13th Annual Charlotte 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.

We have meticulously crafted a range of sponsorship packages to cater to businesses of all sizes and industries. Whether you choose to be a Presenting Sponsor, Marquis Sponsor, Royal Court Sponsor, Masked Court Sponsor, Court Sponsor or buy individual tickets, your involvement will leave a lasting impact on the lives of many students striving to achieve their educational dreams. We invite you to peruse the details of our sponsorship package outlined in the following pages. Should you require any additional information or have specific requirements, our dedicated team is here to assist and tailor a package that best suits your expectations. Join us in our mission to transform lives through education. Together, we can build a brighter future, one scholarship at a time.

HOW

Corporations and community groups are invited to support this fundraising event. Sponsorship package benefits include a sponsor table for your guests and recognition at the event and in related advertising and promotional materials.

2027 BALL HOST



Tiffany L. Jones-Boyd
Regional Development Director
UNCF (NC, VA)

2027 BALL CO-CHAIRS



Dr. Jermeliah Martin, Pediatric Hospitalist
Dr. Larry Martin, Orthopedic Surgeon
Novant Health

MASKED AWARD HONOREES

**CARLENIA IVORY-CANTEY
COMMUNITY IMPACT AWARD**

HONOREES TO BE ANNOUNCED SOON

UNCF

WHO WE ARE

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

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.

Last year, UNCF awarded

700 awards
totaling close to
\$3 million

to deserving students from North Carolina.



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SPONSORSHIP OPPORTUNITIES

DESCRIPTIONS	PRESENTING \$150,000	CHAIRMAN'S \$100,000	MARQUIS \$50,000	ROYAL COURT \$25,000	MASKED COURT \$12,500	COURT \$5,500
SPONSORSHIP BENEFITS						
Company name listed as presenting sponsor	✓					
One reserved table for guests	20 Guests Reserved Estate Table	16 Guests Reserved Estate Table	14 Guests Reserved Estate Table	10 Guests Premium Reserved Table	10 Guests Reserved Table	10 guests Reserved Table
Program named in honor of your company: (Presented By)	✓					
Access to Private VIP sponsor reception	20 Guests	10 Guests	8 Guests	4 Guests	2 Guests	
Pre-event red carpet photo opportunities	✓	✓				
One (1) PSA shown during event	✓ 60-second					
Brand recognition in select print, electronic media and marketing materials	✓	✓	✓	✓	✓	✓
Prominent brand placement in pre-function area	✓	✓	✓	✓		
Opportunity for company representative to serve as a UNCF Masked Ball host committee	✓ Chairperson	✓ Vice Chair	✓ Vice Chair	✓ Vice Chair	✓ Vice Chair	
Event souvenir photos	✓	✓	✓			
Company logo displayed on sponsor welcome video	✓ Presenting	✓ Chairman's	✓ Marquis	✓ Mayor's Royal Court		
Full-screen ad on sponsor presentation video	✓					
Special gift for guests seated at your table	✓					
Local media interview opportunities	✓					
Acknowledgment on social media before, during and post-event	✓	✓	✓			
Exclusive sponsorship of one of the program elements, including honorees or student testimonial		✓	✓			
Company logo displayed on shared screen as part of sponsor video welcome and sponsor presentation video	✓	✓	✓	✓	✓	✓

VIP TICKET \$500 – Premium Reserved Seating

INDIVIDUAL TICKET \$300 – Limited Availability (Price will increase)



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SPONSORSHIP RESERVATION AND ADVERTISING FORM

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2027
UNCF Charlotte Masked Ball
at the following level:

\$150,000 Presenting

\$100,000 Chairman's

\$50,000 Marquis

\$25,000 Royal Court

\$12,500 Masked Court

\$5,500 Court

\$ _____

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
call Tiffany L. Jones-Boyd at TJones@uncf.org.

UNCF

Tiffany L. Jones-Boyd

Regional Development Director

TJones@uncf.org

8511 Davis Lake Parkway
Suite C6-104
Charlotte, NC 28279
T 201.304.2933

All contributions are tax-deductible
to the fullest extent allowed by law.

UNCF.org/CharlotteMB

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, 8511 Davis Lake Parkway, Suite C6-104, Charlotte, NC 28279

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

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	2/14/27
SPONSOR LOOP AD	2/14/27
PAYMENT IN FULL	3/6/27
GUEST LIST NAMES	3/6/27

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 Friday, _____, 2027 via email to TJones@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.

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/CharlotteMB

United Negro College Fund, Inc.

8511 Davis Lake Parkway
Suite C6-104
Charlotte, NC 28279

T 201.304.2933

Tiffany L. Jones-Boyd

Regional Development Director
TJones@uncf.org

Natia S. Walker

Development Director
Natia.Walker@uncf.org

Kennedy Hundley

Administrative Assistant
Kennedy.Hundley@uncf.org



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#CharlotteMB