

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S
**MASKED
BALL**

NEW ORLEANS 2027

[UNCF.org/NOLAMaskedBall](https://www.uncf.org/NOLAMaskedBall)



@UNCF #UNCFNewOrleans



UNCF MAYOR'S MASKED BALL

NEW ORLEANS 2027

WHEN

Saturday, February 27, 2027

WHERE

Hyatt Regency New Orleans

Empire Ballroom
601 Loyola Avenue

FEATURING

6 p.m.

VIP UNCF Masked Award Gathering
(by invitation only)

7 p.m.

Auction
Elegant Dining
Live Entertainment

STRICTLY FORMAL ATTIRE

Ladies Long Gown and Mask
Gentlemen Black Tie and Mask



ABOUT

The UNCF Mayor's Masked Ball is a premier fundraising gala and a major social event focusing on raising public awareness and large corporate and individual donations to support deserving students through UNCF. Hosted by a diverse group of corporate sponsors and local businesses, it involves celebrities, dignitaries, civic leaders, volunteers, public officials, alumni and others who support UNCF's mission of investing in better futures for us all by getting students to and through college.

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$6,000-\$125,000.

Individual tickets are available at \$600.

HOST COMMITTEE

The Honorable Helena Moreno
Mayor, City of New Orleans

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

Therese M. Badon
Senior Vice President of Development
and Special Events, Southern Division, UNCF

Frankie Andres
Regional Development Director
Southern Region

FOUNDING CO-CHAIR

Alden J. and Rhesa McDonald
Liberty Bank and Trust Company

PAST UNCF MASKED AWARD RECIPIENTS

Alden J. and Rhesa McDonald - 2014

Ellis L. Marsalis Jr. - 2014

Dr. Norman C. Francis - 2015

William Goldring - 2016

Leah Chase - 2017

The Honorable Mitchell J. Landrieu - 2018

Gayle Benson - 2019

PJ Morton - 2019

Michael O. Smith - 2021

Dr. Trivia Frazier Wiltz - 2021

Joel Vilmenay - 2022

Henry Coaxum - 2023

Paul Flowers - 2023

Caroline Wanga - 2024

Stephanie & Ryan Burks - 2024

Dottie Belletto - 2025

Blaine Kern, Jr - 2026

Jon Batiste - 2026

RESERVATIONS AND SPONSORSHIPS ARE NOW BEING ACCEPTED.

For more information, contact:

Frankie Andres
frankie.andres@uncf.org

Gia Boyd
gia.boyd@uncf.org

NOLAinfo@uncf.org or visit our website [UNCF.org/NOLAMaskedBall](https://www.uncf.org/NOLAMaskedBall)

[UNCF.org/NOLAMaskedBall](https://www.uncf.org/NOLAMaskedBall)



@UNCF #UNCFNewOrleans

UNCF

WHO WE ARE

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

50,000+

students attending more than 1,100 colleges and universities and receiving UNCF scholarships

36

HBCUs serving more than 50,000 students

100,000+

annual donors including major companies, foundations and individuals

ADVOCACY

for mission driven institutions and underrepresented students

12,000+

scholarships awarded annually through more than 400 programs

Last year, UNCF awarded
437 scholarships
totaling \$1,674,721
to deserving students
in the UNCF New Orleans region.



Scan this code to donate
and support UNCF



UNCF MAYOR'S
**MASKED
BALL**
NEW ORLEANS 2027

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$125,000

- Serve as Presenting Sponsor of the 2027 UNCF Masked Ball
- Serve as Event Chair
- Two-minute video presentation during event
- Deliver program welcome in main ballroom and greetings in VIP gathering
- Opportunity to participate in WWL-TV morning show segment
- Corporate table signage
- 24 gala dinner and concert tickets
- 24 VIP UNCF Masked Award gathering tickets
- VIP premium seating at one King table and one Royal Court table
- Full-screen AD 1920px W x 1080px H high-resolution png or jpg
- Brand visibility on ALL event correspondence / emails
- Brand visibility in select social media posts
- Option to provide a 30-second pre-event social media sponsored video
- Corporate branding incorporated on select event assets / collateral
- Branded custom activation opportunity (giveaways / swag bag)*
- Logo on program card and all event advertisements
- Prominent logo placement during event and on video scroll
- Premium location full-page color ad in digital program
- Corporate recognition as Presenting Sponsor on signage and media releases
- Acknowledgement at gala dinner
- White-glove table service

**Customizations may be accommodated for this opportunity by advance request*

IMPERIAL SPONSOR \$100,000

- Serve as Co-Chair for the 2027 UNCF Masked Ball
- Two-minute video presentation during event
- Deliver greetings in VIP gathering
- Corporate table signage
- 20 gala dinner and concert tickets
- 20 VIP UNCF Masked Award gathering tickets
- VIP premium seating at two Royal Court tables
- Half-screen AD 915px W x 1020px H high-resolution png or jpg
- Option to provide a 30-second pre-event social media sponsored video
- Brand recognition in select print collateral and website
- Logo on program card and select event advertisements
- Prominent logo placement during event and on video scroll
- Premium location full-page color ad in digital program
- Corporate recognition as Imperial Sponsor on signage and media releases
- Acknowledgement at gala dinner
- White-glove table service



UNCF MAYOR'S
**MASKED
BALL**
NEW ORLEANS 2027

SPONSORSHIP LEVELS

MARQUIS SPONSOR \$50,000

- Serve as Co-Chair for the 2027 UNCF Masked Ball
- 60 second sponsor video presentation during event
- Corporate table signage
- 10 gala dinner and concert tickets
- 10 VIP UNCF Masked Award gathering tickets
- VIP premium seating at Royal Court table
- Logo on program card and select event collateral
- Logo placement during event and on video scroll
- Full-page color ad in digital program
- Recognition on event signage and select media release
- Acknowledgement at gala dinner
- White-glove table service

ROYAL COURT \$25,000

- Serve as Co-Chair for the 2027 UNCF Masked Ball
- Corporate table signage
- 10 gala dinner and concert tickets
- 4 VIP UNCF Masked Award gathering tickets
- VIP premium seating
- Name listed on program card
- Half-page color ad in digital program
- Acknowledgement at gala dinner
- White-glove table service

MASKED COURT \$10,000

- Corporate table signage
- 10 gala dinner and concert tickets
- 4 VIP UNCF Masked Award gathering tickets
- Reserved table seating
- Quarter-page ad in digital program

HONOR COURT \$6,000

- Corporate table signage
- 10 gala dinner and concert tickets
- Reserved table seating
- Corporate listing in digital program

SCHOLAR'S TICKET \$600

- One gala dinner and concert ticket
- One reserved seat



UNCF MAYOR'S
**MASKED
BALL**
NEW ORLEANS 2027

**SPONSORSHIP
RESERVATION AND
ADVERTISING FORM**

SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor/supporter of the 2027 New Orleans UNCF Mayor's Masked Ball at the following level:

\$125,000 PRESENTING SPONSOR

\$100,000 IMPERIAL SPONSOR

\$50,000 MARQUIS SPONSOR

\$25,000 ROYAL COURT SPONSOR

\$10,000 MASKED COURT SPONSOR

\$6,000 HONOR COURT SPONSOR

\$600 SCHOLAR'S TICKET

\$ _____

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

AD SPECIFICATIONS

Digital Program Book

FULL-PAGE COLOR (with bleed) 7.25"W x 11.25"H

FULL-PAGE COLOR (no bleed) 6.5"W x 10.5"H

HALF-PAGE COLOR 6.5"W x 5.125"H

QUARTER-PAGE COLOR 3.125"W x 5.125"H

TRIM SIZE 7"W x 11"H

Save ad file as a high quality PDF

AD SPECIFICATIONS

Digital Screen Program

FULL-SCREEN COLOR 1920px W x 1080px H

HALF-SCREEN COLOR 915px W x 1020px H

Save ad file as a high quality PDF or JPEG

DUE DATES

LOGO 01/08/27

PROGRAM BOOK AD 01/15/27

DIGITAL SCREEN AD 01/15/27

GUEST LIST NAMES 02/12/27

All logos must be EPS vector.
Provide ad in both print and digital sizes
as press-quality pdfs.

EMAIL TO: NOLAinfo@uncf.org

UNCF EVENT DIRECTOR

Frankie Andres

Frankie.Andres@uncf.org

T 504 581 3794

SPONSOR CONTACT INFORMATION

SPONSOR NAME (Business, Organization or Individual)

NAME

EMAIL

PHONE NUMBER

ADDRESS

SUITE

CITY

STATE

ZIP

SPONSORSHIP PAYMENT METHODS

PAYMENT BY CHECK Please make checks payable to UNCF and send along with your signed agreement and this form to UNCF.

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

ALL SPONSORSHIP PAYMENTS DUE BY FEBRUARY 12, 2027

Please email this completed form to Frankie.Andres@uncf.org and NOLAinfo@uncf.org or return by mail with your credit card information or your check payable to UNCF.

UNCF

Attn. Mayor's Masked Ball
UNCF Event Director
1100 Poydras Street, Suite 1075
New Orleans, LA 70163

Print Page



UNCF MAYOR'S
**MASKED
BALL**
NEW ORLEANS 2027

**GUEST
REGISTRATION**

Please complete and return by February 12, 2027

UNCF uses the OneCause electronic platform for event registration. All table guests must be entered into the system by the designated deadline to receive and claim their electronic ticket.

REQUIRED ACTION: Please identify all VIP guests by including their professional title. This information assists with photo recognition and expedited check-in on event night. Providing complete information by the registration deadline ensure guests receive their electronic tickets, supports efficient QR code scanning, and minimizes check-in delays and other issues at the event.

IMPORTANT: Guest information entered into the OneCause system is private and secure. A credit card is required to generate each guest's unique QR code; however, **credit cards will not be charged.**

REQUIRED OneCause GUEST INFORMATION: Upon receiving the electronic link, please enter your full name, mobile phone number and credit card information.

Please List Your Guests Entered In Onecause Electronic Platform Below

PLEASE PRINT

	SPONSOR	COMPANY	TABLE NAME
VIP	1_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
VIP	2_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
VIP	3_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
VIP	4_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	5_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	6_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	7_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	8_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	9_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
	10_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS

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 University 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

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**

UNCF

1100 Poydras Street, Suite 1075
New Orleans, LA 70163-1405
NOLAinfo@uncf.org
504.581.3794

Therese M. Badon

*Senior Vice President of Development
and Special Events, Southern Division, UNCF*

Frankie Andres

*Regional Development Director,
Southern Region, UNCF*



UNCF.org/NOLAMaskedBall



@UNCF #UNCFNewOrleans