SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF MAYOR'S MASKED BALL

NEW ORLEANS 2027

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**

HYATT REGENCY®
NEW ORLEANS

UNCF.org/NOLAMaskedBall @UNCF #UNCFNewOrleans

UNCF
WHO WE ARE

SUPPORTING HBCUs AND STUDENTS IN NEED
LEARN MORE **UNCF.ORG**

50,000+
students attending more than 1,100 colleges and universities and receiving UNCF scholarships

100,000+
annual donors including major companies, foundations and individuals

12,000+
scholarships awarded annually through more than 400 programs

36
HBCUs serving more than 50,000 students

ADVOCACY
for mission driven institutions and underrepresented students

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

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

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	02/01/27

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** ☐ MC ☐ 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

ALL SPONSORSHIP PAYMENTS DUE BY FEBRUARY 1, 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 Area Director
1100 Poydras Street, Suite 1075
New Orleans, LA 70163

Print Page

Thank you for your support of the 2027 New Orleans UNCF Mayor's Masked Ball. UNCF is a 501(C) 3 organization. All contributions are tax-deductible to the fullest extent allowed by law.



UNCF MAYOR'S
MASKED BALL
NEW ORLEANS 2027

GUEST REGISTRATION FORM

Please complete and return by February 1, 2027

UNCF uses the OneCause electronic platform for event registration. All table guests must be entered into OneCause by the designated deadline to receive and claim their electronic ticket (QR code). **Early registration ensures efficient QR code scanning and helps minimize check-in delays on event night.**

REQUIRED ACTION: Upon receiving the registration link, each guest must provide their full name, email address, mobile phone number, and credit card information (credit cards will not be charged).

IMPORTANT:

*** Each guest must use a unique email address or mobile number. Duplicate contact information is not permitted.**
*** A credit card is required to generate a registration QR code; however, no charges will be made.**
*** Guest information is private & secure and used for event purposes only.**
*** Guests listed as "*Guest Of*" cannot use electronic registration and must register on-site on event night.**

PLEASE submit complete guest information by the registration deadline to ensure a smooth check-in process.

Please List Your Guests Below -- Entered In OneCause Electronic Platform
PLEASE PRINT

NOTE: Sponsors $10K - $25K please indicate your (4) VIP guests.

SPONSOR	COMPANY	TABLE NAME
1_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
2_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
3_NAME	MOBILE PHONE NUMBER	EMAIL ADDRESS
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
A mind is a terrible thing to waste®

UNCF.org/NOLAMaskedBall @UNCF #UNCFNewOrleans