

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF  
MAYOR'S MASKED

# BALL

NEW ORLEANS 2024

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

@UNCF



#UNCFNewOrleans



## ABOUT THE NEW ORLEANS UNCF MAYOR'S MASKED BALL

### HOST COMMITTEE

The Honorable LaToya Cantrell  
Mayor, City of New Orleans

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

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

Bridget Fleury  
Area Development Director,  
Louisiana & Arkansas, UNCF

### FOUNDING CO-CHAIRS

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

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-\$100,000. Individual tickets are available at \$600.

### WHEN

**Saturday, March 2, 2024**

### WHERE

**Hyatt Regency New Orleans**  
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

For more information, call UNCF at 504.308.1350.



During the 2021-22 school year,  
UNCF New Orleans awarded over

**\$1.3 Million**

in scholarships to students  
from Louisiana.





## SPONSORSHIP LEVELS

### PRESENTING SPONSOR \$100,000

- Serve as presenting sponsor of the 2024 UNCF Mayor's Masked Ball
- Two-minute video presentation during event
- Deliver program welcome
- Brand recognition in select print and electronic media
- Logo on invitations and all event advertisements
- Prominent logo placement during event and on video scroll
- Corporate table signage
- 24 gala dinner and concert tickets
- 24 VIP UNCF Masked Award gathering tickets
- VIP premium seating at one King's table and one VIP Mayor's Royal Court table
- Premium location full-page color ad in program book
- Listing on signage and press release
- Acknowledgement at gala dinner
- White-glove table service

### MARQUIS SPONSOR \$50,000

- Serve as co-chair for the 2024 UNCF Mayor's Masked Ball
- 30-second sponsor video presentation during event
- Logo on invitations and all event advertisements
- Prominent logo placement during event and on video scroll
- Corporate table signage
- 10 gala dinner and concert tickets
- 10 VIP UNCF Masked Award gathering tickets
- VIP premium seating at Mayor's Royal Court table
- Premium location full-page color ad in program book
- Listing on signage and press release
- Acknowledgement at gala dinner
- White-glove table service

### ROYAL COURT \$25,000

- Serve as co-chair for the 2024 UNCF Mayor's Masked Ball
- Name listed on invitation
- Corporate table signage
- 10 gala dinner and concert tickets
- Four VIP UNCF Masked Award gathering tickets
- VIP premium seating
- Half-page color ad in program book
- Acknowledgement at gala dinner
- White-glove table service

### MASKED COURT \$10,000

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

### HONOR COURT \$6,000

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

### SCHOLAR'S TICKET \$600

- One gala dinner and concert ticket
- One reserved seat



# SPONSORSHIP RESERVATION FORM



## UNCF EVENT MANAGER

**Bridget Fleury**  
 T 504 581 3794 | D 504 308 1350  
[Bridget.Fleury@uncf.org](mailto:Bridget.Fleury@uncf.org)

## SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor of the 2024 UNCF Mayor's Masked Ball at the following level:

- \$100,000**  
PRESENTING SPONSOR
- \$50,000**  
MARQUIS SPONSOR
- \$25,000**  
ROYAL COURT SPONSOR
- \$10,000**  
MASKED COURT SPONSOR
- \$6,000**  
HONOR COURT SPONSOR
- \$600**  
INDIVIDUAL TICKET(S) \_\_\_\_\_

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

## AD SPECIFICATIONS

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
COLOR SPACE	Process CMYK
TRIM SIZE	7" x 11"
FILE FORMAT	Press-quality PDF

## DUE DATES

LOGO	01/05/24
AD FOR PROGRAM BOOK	01/15/24
PAYMENT	01/29/24
GUEST LIST NAMES	02/02/24

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.

All logos must be EPS vector format.  
 Email ads as press-quality PDFs to [Gia.Boyd@uncf.org](mailto:Gia.Boyd@uncf.org)

## 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.
- 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 \_\_\_\_\_

## ALL SPONSORSHIP PAYMENTS DUE BY JANUARY 29, 2024

Please email this completed form to [Bridget.Fleury@uncf.org](mailto:Bridget.Fleury@uncf.org) or return by mail with your credit card information or your check payable to UNCF. Payment can also be made at [UNCF.org/NOLAMaskedBall](https://www.uncf.org/NOLAMaskedBall).

**UNCF**  
 Bridget Fleury  
 1100 Poydras Street,  
 Suite 1075  
 New Orleans, LA 70163  
 T 504 581 3794 | D 504 308 1350

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

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# UNCF

## WHO WE ARE

**50,000** students

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

**7,000+**

scholarships awarded annually through more than 400 programs

**37** HBCUs

serving more than 50,000 students

**100,000+**

annual donors including major companies, foundations and individuals

## ADVOCACY

for minority colleges and minority students



@UNCF #UNCFNewOrleans

Thank you for your support of the New Orleans UNCF Mayor's Masked Ball.

UNCF's mission is to build a robust and nationally recognized pipeline of underrepresented 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 60,000 students at more than 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 College** 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 College** Marshall, TX

**Xavier University** New Orleans, LA

United Negro College Fund, Inc.

1100 Poydras Street

Suite 1075

New Orleans, LA 70163-1405

504.581.3794



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