

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF
MAYOR'S MASKED

BALL

ATLANTA 2024



SATURDAY, DECEMBER 21, 2024

PRESENTED BY



A FOUNDING SPONSOR

THE *Coca-Cola* COMPANY



*Honoring the Legacy
Transforming our Future*

@UNCF    #UNCFAtlanta
#AtlantaMMB

UNCF.ORG/AtlantaMMB



ABOUT THE ATLANTA UNCF MAYOR'S MASKED BALL

We are celebrating the 80th Anniversary of UNCF! Reaching this anniversary is a remarkable achievement and represents shared experiences, memories, and growth. **On this important occasion we are very excited about this opportunity to welcome and thank you for your support and commitment to our work.**

The Atlanta UNCF Mayor's Masked Ball is a premier fundraising gala and major social event focusing on raising awareness of the need and benefits of a college education, the students UNCF serves and the contributions of historically Black colleges and universities. Hosted by a diverse group of corporate sponsors, local businesses and professional organizations, the Atlanta UNCF Mayor's Masked Ball is an evening of celebration attended by national celebrities, civic leaders, alumni, dignitaries, volunteers and friends of UNCF. This must-attend event is full of fun, fashion, glitz and glamour, and supports UNCF's mission of investing in Better Futures® for the young men and women we serve and by helping them move to and through college.

GOAL

\$2 M

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$10,000-\$250,000. Sponsor package benefits include a sponsor table for your guests and recognition at the event and in related advertising and promotional materials. Individual tickets are available for \$1,000.

WHEN

Saturday, December 21, 2024

6:00 P.M.

VIP Reception

7:00 P.M.

Program

HOST



The Honorable Andre Dickens

Mayor
City of Atlanta

WHERE

Signia Hotel by Hilton

159 Northside Dr. NW

Atlanta, GA 30313

FEATURING

Elegant Dinner

**Billye Suber Aaron Masked Awards Ceremony
Auction**

Live Entertainment



HOST COMMITTEE

The Honorable Andre Dickens

Mayor
City of Atlanta

Michael L. Lomax, Ph.D.

President and CEO
UNCF

Maurice E. Jenkins Jr.

Executive Vice President, Chief Development Officer
UNCF

Justine Boyd

Assistant Vice President
UNCF



FOUNDER

Billye Suber Aaron




FOUNDING MAYOR

The Honorable Andrew Young

PAST HONORARY CHAIRPERSONS

Clarence Avant
Ed Baker
Erica Qualls Beatty
Eldrin Bell
Veronica Biggins
Ted Blum
Scarlet Pressley-Brown
Rodney Bullard
Andréa Carter
Dr. Willie H. Clemons
Ralph Cleveland
Nicole "Nikki" Clifton
Judge Brenda Hill Cole
Shan Cooper
Sallie Adams Daniel
Richard A. Dent
Thomas W. Dortch Jr.
Curley Dossman
Jo Roberson Edwards
Shelia Trappier Edwards
Evern Epps
Gloria Johnson Goins
Nathaniel Goldston
Sheryl R. Gripper
Tad M. Hutcheson
Booker T. Izell
Valerie Jackson
Charles Johnson
Ingrid Saunders Jones
William "Bill" Lamar
R. Charles Loudermilk
Miranda Mack McKenzie
Jerome Miller
Rhonda Mims
Shirley Mitchell
Hala Modellmog
Gail Nutt
Jackie W. Parker
Gary and Lori Peacock
Bobbie J. Porché
Helen Smith Price
David M. Ratcliffe
Lee E. Rhyant
Lovette Russell
D. Jack Sawyer
Temi Silver
Steve Smith
Wendy Stewart
Bentina Chisolm Terry
Geri P. Thomas
Brannigan Thompson
Charmaine Ward-Millner
Harriette D. Watkins
Dontá Wilson
Carolyn M. Young
Sonjia Young



In the 2022-23 school year,
1,473 awards totaling
\$7,184,870
were given to students in
Georgia.

UNCF

WHO WE ARE

ADVOCACY

for minority colleges and
minority students

50,000+ students

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

12,000+ 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



SPONSORSHIP LEVELS AND BENEFITS

DESCRIPTIONS	TITLE \$250,000	PRESENTING \$100,000	MARQUIS \$50,000	MAYOR'S ROYAL COURT \$25,000	MAYOR'S MASKED COURT \$15,000	MAYOR'S COURT \$10,000	SCHOLAR'S TICKET \$1,000
MAYOR'S MASKED BALL PROMOTION							
Prominent Branding as the VIP Reception Co-Sponsor in Promotional Materials	✓						
Logo on 360 Video / Bid Paddles / Photo	✓	✓					
Company Included in TV, Radio, and Print Ads	✓	✓					
Company Name and Logo on Event Webpage, Marketing Materials, Electronic and Social Media	✓	✓	✓				
Opportunity to serve as honorary chair.	✓						
Company Name listed on Event Webpage				✓			
Opportunity for Company Representative to Serve as a Vice Chair on Event Host Committee	✓	✓	✓	✓	✓	✓	
EVENT NIGHT BENEFITS							
Tickets for Private VIP Reception	20	18	16	6	4	2	
Tickets for the Mayor's Masked Ball Program	1 Estate Table of 20	1 Estate Table of 18	1 Estate Table of 16	1 Estate Table of 14	12	10	1
Prominent Branding as the VIP Reception Co-Sponsor for Night of Red-Carpet Event	✓						
Category Exclusivity	✓						
Two Minute Speaking Opportunity for CEO or Designee During Program and One Minute Video During Program	✓						
CEO or Designee Recognition as one of the Honorary Co-Chairs for the Ball	✓						
One minute PSA Video Message During Program	✓	✓					
Company Logo on Step and Repeat	✓	✓					
Premium Table Placement	✓	✓	✓				
Table Recognition Signs	✓	✓	✓	✓	✓	✓	
Full-Screen Sponsor Loop Ad in Video Presentation and in Souvenir Program	✓	✓	✓				
Company Logo on Ball Signage	✓	✓	✓				
Company Name Listed on Ball Signage				✓	✓	✓	
Acknowledgement During the Event	✓	✓	✓				
Company Logo Displayed on a Shared Screen as Part of Sponsor Video Loop and in Souvenir Program	✓	✓	✓	✓			
Red Carpet Photo Op with UNCF President and Atlanta Mayor	✓	✓	✓				
Company Name Listed as Part of Sponsor Video Presentation and Listing in Souvenir Program					✓	✓	
ADDITIONAL BENEFITS							
Listing in Post Event Highlights Video	✓	✓	✓				
Listing in Post Event E-blast	✓	✓	✓	✓			
Listing in Pre and Post Event Press Release	✓	✓	✓	✓			



SPONSORSHIP RESERVATION AND ADVERTISING FORM

SPONSORSHIP OPPORTUNITIES

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

- ☐ **\$250,000**
Title Sponsor
- ☐ **\$100,000**
Presenting Sponsor
- ☐ **\$50,000**
Marquis Sponsor
- ☐ **\$25,000**
Mayor's Royal Court
Sponsor
- ☐ **\$15,000**
Mayor's Masked Court
Sponsor
- ☐ **\$10,000**
The Mayor's Court
Sponsor
- ☐ **\$1,000**
Scholars Ticket(s)
_____ Number of
Tickets
- ☐ \$ _____
I am unable to attend,
but please accept my
donation.


Please scan and email this
completed form to UNCF
at mary.drake@uncf.org
or return by mail with your
credit card information or
your check payable to UNCF.

RESPOND TO:

UNCF
Justine Boyd
Assistant Vice President
245 Peachtree Center Avenue
Suite 2800
Atlanta, GA 30303
T 404.302.8623

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

SPONSOR CONTACT INFORMATION

NAME		
TITLE		
COMPANY		
ADDRESS		SUITE
CITY	STATE	ZIP
PHONE		FAX
EMAIL		
<input type="checkbox"/> PAYMENT BY CHECK Please make checks payable to UNCF, and send along with your signed reservation form to UNCF, 245 Peachtree Center Avenue Suite 2800 Atlanta, GA 30303		
<input type="checkbox"/> CREDIT CARD <input type="checkbox"/> VISA <input type="checkbox"/>  <input type="checkbox"/> DISCOVER <input type="checkbox"/> AMEX		
Please complete the credit card payment information below and scan/email your signed reservation form to mary.drake@UNCF.org .		
CREDIT CARD NUMBER		CVC# EXP
NAME ON CARD		
SIGNATURE		

DUE DATES

LOGO	11/10/24
AD FOR SPONSOR LOOP	11/10/24
PAYMENT IN FULL	11/10/24
GUEST LIST NAMES	11/10/24

Please scan and email this completed form to
UNCF at mary.drake@uncf.org or return by mail
with your credit card information or your check
payable to UNCF. For more information, please
call Mary Drake at 404.302.8623.

AD SPECIFICATIONS DIGITAL FULL COLOR SCREEN AD

FULL-SCREEN DIGITAL 6.4" wide and 3.6" high
HALF-SCREEN DIGITAL 3.2" wide and 3.6" high
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 NOTE

All payments must be made by November 30, 2024. No tickets will be issued without
prior payment. Thank you for your understanding.

GUEST REGISTRATION

Please complete and return by November 10, 2024

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
Clafin 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
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/AtlantaMMB](http://UNCF.ORG/AtlantaMMB)

United Negro College Fund, Inc.
245 Peachtree Center Avenue
Suite 2800
Atlanta, GA 30303
T 404 302 8623

Justine Boyd
Assistant Vice President
Justine.Boyd@uncf.org



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