

SPONSORSHIP AND MARKETING OPPORTUNITIES



UNCF
MASKED
BALL
NEW JERSEY 2024

UNCF **80**TH
ANNIVERSARY
1944 - 2024

*Honoring the Legacy
Transforming our Future*

UNCF.ORG/NewJerseyMB

@UNCFNJ    #MaskedBallNJ

UNCF MASKED BALL NEW JERSEY 2024

WHEN

SATURDAY, JULY 13, 2024

WHERE

Cedar Hill Golf & Country Club
Livingston, NJ

2024 MASKED BALL CHAIR



Lissa Jean Ferrell, Esq.
Javerbaum Wurgaft Hicks
Kahn Wikstrom & Sinins, P.C.

ABOUT

The annual New Jersey UNCF Masked Ball will celebrate our mission and legacy of serving our member historically Black colleges and universities (HBCUs) and students of color. We also will continue a tradition of honoring the Garden State's UNCF supporters who, through their generous philanthropy, have helped provide higher education opportunities to deserving young men and women across our great state.

Proceeds will support UNCF's mission of building a robust pipeline of underrepresented college graduates, in addition to investing in the future of highly motivated and deserving students from New Jersey.

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$5,000-\$100,000. Sponsor package benefits include premium tables for your guests and recognition at the event and in related promotional materials. Corporate partner tickets are available for \$1,000 and individual tickets are available for \$400.

For more information, contact Ngozi Emenyeonu at 973.642.1955 or email ngozi.emenyeonu@uncf.org.



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Transforming our Future*

UNCF'S 80TH ANNIVERSARY CAMPAIGN GOALS/OBJECTIVES

The 80th campaign is a significant opportunity for UNCF and its member institutions to strategically leverage our significant IMPACT on this nation - past and present - to shape the future of American education.

Primary 80th campaign goals are to:

- Generate increased and new revenue to support UNCF and HBCUs!
- Reinforce our brand and value proposition by powerfully presenting our vision for Black higher education!
- Deliver the message of UNCF's and our member HBCUs impact in assisting and increasing the number of African American students that enter and graduate from college!
- Pass the torch to a new generation that will continue UNCF's work.



Ngozi Claire Emenyeonu

Area Development Director, UNCF



Dear friends,

I am delighted to share that this year UNCF will mark the milestone 80th year of the organization at its many events across the country.

On July 13, 2024, UNCF New Jersey will host its annual Masked Ball commemorating UNCF's 80th Anniversary, celebrating its proud 80-year legacy as the largest scholarship provider for students of color. The 80th anniversary campaign is a significant opportunity for UNCF and its member institutions to strategically leverage our significant IMPACT on this nation - past and present - to shape the future of American education. The event also offers UNCF New Jersey an opportunity to recognize corporations/organizations and leaders within our community who are investing in better futures for our young people, our state, and our nation, through their personal and professional actions and influence.

As we celebrate UNCF's 80th Anniversary, it will be an honor and benefit to our organization to have you join us as a supporter of this year's Masked Ball. UNCF initiatives have enabled more than 500,000 students to achieve college degrees from UNCF-affiliated HBCUs, with an annual increase of approximately 8,000 graduates. These accomplishments underscore the organization's dedication to fostering educational opportunities.

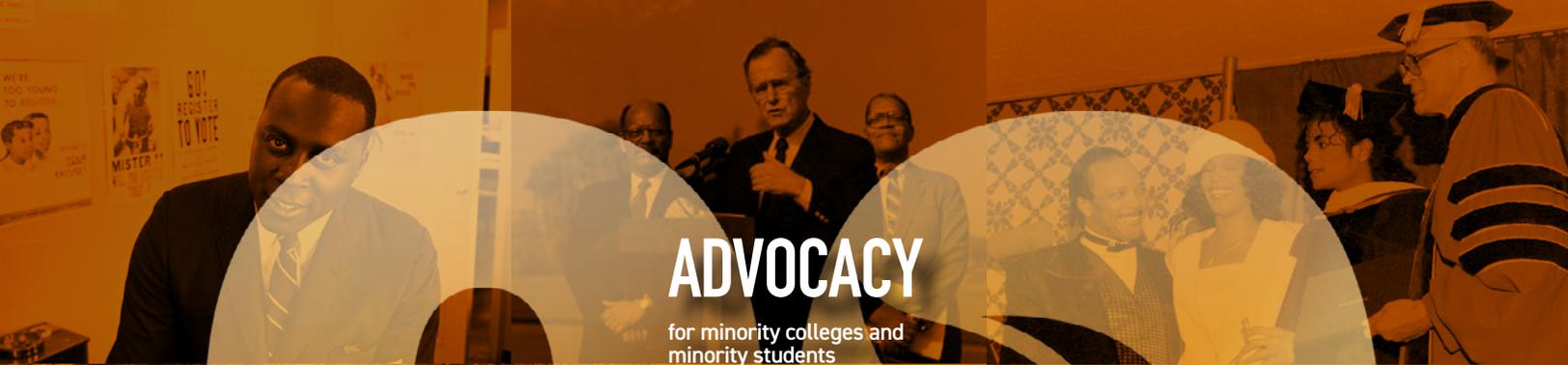
Please take a few minutes to review the sponsorship opportunities included in this package. Your participation in events such as the UNCF New Jersey Masked Ball allows UNCF to address financial obstacles with our scholarship programs and support to our member colleges and universities. In the 2022-23 academic year, UNCF distributed \$68 million in scholarships to over 11,000 students; in New Jersey 274 scholarships totaling \$1.1 million were awarded to 204 New Jersey residents attending member colleges and universities and other schools across the country.

The national need for UNCF's minority education mission has proven to be timeless. A disproportionate number of African American students face obstacles in going to and graduating from college. UNCF is able to fund only 1 of 10 applications received. Imagine the impact if all applicants could be supported! I encourage you to invest in UNCF so together we can invest in and build future generations of Black college students who will lead this nation and contribute to our economy.

Thank you for your consideration.

Sincerely,

Ngozi Emenyeonu
Area Development Director



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 OPPORTUNITIES



Sponsorship Benefits	Title Sponsor* \$100,000	Anniversary Sponsor \$80,000	Marquis Sponsor \$50,000	Leadership Sponsor \$25,000	Benefactor Sponsor \$15,000	"A Mind Is..." Sponsor \$10,000	Legacy Sponsor \$7,500	Partner Sponsor \$5,000	Table Sponsor \$3,900
Event Kick-off Reception	10	5	5	2	2	1	1	1	
Dinner seating for allotted guests	20	20	15	10	8	8	6	6	10
Company/Donor video spotlight featured during event	✓ Message from CEO	✓ Corporate Video	✓ Corporate Video						
Company/Donor highlighted in event press releases	✓	✓	✓	✓	✓				
Premium advertisement in evening's program book	✓ Full-Page	✓ Full-Page	✓ Full-Page	✓ Full-Page	✓ Half-Page	✓ Half-Page	✓ Half-Page	✓ Quarter-Page	
Premium advertisement in evening's digital screen program	✓ Full-Screen	✓ Full-Screen	✓ Full-Screen	✓ Full-Screen					
Premium name or logo placement on all print and electronic marketing materials	✓	✓	✓	✓					
Sponsor recognition in Ball digital screen program	✓	✓	✓	✓	✓	✓	✓	✓	
Logo placement on event website and digital screen program	✓	✓	✓	✓	✓	✓	✓		

*Title sponsor designation applies to all 2024 UNCF NJ 80th events during the UNCF year of April 2024 to March 2025.

TICKETS	Corporate \$1,000	College Student* \$250
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*College Student tickets will sponsor UNCF scholars to attend the event.



SPONSORSHIP RESERVATION AND ADVERTISING FORM



SPONSORSHIP OPPORTUNITIES

I agree to be a sponsor/supporter of the 2024 New Jersey Masked Ball at the following level:

- \$100,000** TITLE SPONSOR
- \$80,000** ANNIVERSARY SPONSOR
- \$50,000** MARQUIS SPONSOR
- \$25,000** LEADERSHIP SPONSOR
- \$15,000** BENEFACTOR SPONSOR
- \$10,000** "A MIND IS..."[®] SPONSOR
- \$7,500** LEGACY SPONSOR
- \$5,000** PARTNER SPONSOR
- \$3,900** TABLE SPONSOR

- \$1,000** CORPORATE TICKET
- \$250** COLLEGE STUDENT TICKET

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

ALL SPONSORSHIP PAYMENTS DUE BY JULY 5, 2024

Please email this completed form to ngozi.emenyeonu@uncf.org or return by mail with your credit card information or your check payable to UNCF.

UNCF
60 Park Place
Suite 406
Newark, NJ 07102
T 973 642 1955 F 973 642 927

Print Page

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

AD SPECIFICATIONS Program Book

FULL-PAGE COLOR (with bleed) 7.25"W x 9.25"H

FULL-PAGE COLOR (no bleed) 6.5"W x 8.5"H

HALF-PAGE COLOR 6.5"W x 4.125"H

QUARTER-PAGE COLOR 3.125"W x 4.125"H

TRIM SIZE 7"W x 9"H

Save ad file as a high quality PDF

AD SPECIFICATIONS Digital Screen Program

FULL-PAGE COLOR 1920px W x 1080px H

Save ad file as a high quality JPEG

DUE DATES

LOGO	6/21/24
PROGRAM AD	6/21/24
GUEST LIST NAMES	6/28/24
SPONSORSHIP/TICKET PAYMENTS	7/5/24

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.

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/NewJerseyMB

United Negro College Fund, Inc.

60 Park Place
Suite 406
Newark, NJ 07102
T 973 642 1955 F 973 642 927

Ngozi Emenyeonu

n-GOH-zee EH-me-N-yonu
Area Development Director

Shannique Taylor

Administrative Assistant



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