



SPONSORSHIP AND MARKETING OPPORTUNITIES

**Saturday,
March 22, 2025**

6:00 p.m. Reception
7:00 p.m. The Masked Ball

Columbus Georgia Convention
& Trade Center
801 Front Ave, Columbus, GA 31901



HOSTED BY

The Honorable B.H. "Skip" and
Mrs. Karon Henderson
Mayor, Columbus Consolidated
Government

FEATURING

VIP Masked Reception
Masked Awards
Christine Barksdale Dawson
Volunteerism Award
Student Testimonial
Live Entertainment

AT A GLANCE

The Columbus 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 Columbus 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

\$225,000

HOW

Corporations and community groups are invited to support this fundraising event. 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 \$150.

COLUMBUS MAYOR'S MASKED BALL LEADERSHIP

HOST COMMITTEE

The Honorable Calvin Smyre
Past Georgia State
Representative Corporate
Chairman Emeritus

The Honorable B.H. "Skip" and
Mrs. Karon Henderson
Mayor, Columbus, GA

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

Justine Boyd
Assistant Vice President, UNCF

CAMPAIGN COORDINATOR

Patricia Eldridge

STEERING COMMITTEE

Shameika Averett
Col. (retired) Jack Collins
Shirley Davis
Myleata Eldridge
Jed Harris
Charles E. Huff Jr.
Charonda Huff
Dr. Ralph Huling
Kathy Jones
Danita Gibson Lloyd
Latavia Rivers
Darlene Robinson
Gwendolyn Ruff
Dr. Marlon Scott
Winifred B. Torain
Gloria A. Turnage
Miriam Williams
Dr. Ronald Williams
Tameca Williams
Kimberly Wright

CAMPAIGN ADVISERS

Ann H. Davis
Christine Barksdale Dawson

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

United Negro College Fund, Inc.

245 Peachtree Center Avenue, NE
Suite 2800
Atlanta, GA 30303
404.302.8623

@UNCF #ColumbusMMB

UNCF STAFF

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UNCF Columbus
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Myleata Eldridge
Administrative Support
myleatae@gmail.com





I agree to be a sponsor of the 2025 Columbus UNCF Mayor's Masked Ball at the following level:

- ☐ **\$50,000**
Presenting Sponsor
- ☐ **\$25,000**
Mayor's Royal Court
- ☐ **\$12,500**
Mayor's Masked Court
- ☐ **\$5,000**
The Mayor's Court
- ☐ **\$2,500**
Friends of UNCF
- ☐ **\$1,000**
"A Mind is..."[®] (AMI) Sponsor
- ☐ **\$1,500**
Table Host
- ☐ **\$150**
Individual Ticket(s) _____
- ☐ \$ _____
I am unable to attend, but please accept my donation.

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.

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

SPONSORSHIP RESERVATION

DUE DATES

LOGO	2/17/25
AD FOR SPONSOR LOOP	2/17/25
PAYMENT IN FULL	2/17/25
GUEST LIST NAMES	2/17/25

AD SPECIFICATIONS DIGITAL FULL COLOR SCREEN AD and DIGITAL AD FOR PROGRAM

FULL-SCREEN DIGITAL 6.4" wide and 3.6" high
HALF-SCREEN DIGITAL 3.2" wide and 3.6" high
FULL-PAGE AD-DIGITAL PROGRAM 7" x 11" High Resolution PDF
HALF-PAGE AD-DIGITAL PROGRAM 7" x 5.5" High Resolution PDF
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.

RESPOND TO:

Please complete this form and return by mail with your credit card information or your check payable to UNCF. For more information, please call Patrice Eldridge at 706.575.5372.

UNCF
245 Peachtree Center Avenue, NE
Suite 2800
Atlanta, GA 30303

SPONSORSHIP LEVELS

PRESENTING SPONSOR \$50,000

- Fourteen (14) tickets to the Mayor's Masked Ball
- Presenting Sponsor recognition on all event marketing and press materials
- Access for your guests to the VIP sponsor reception
- Opportunity for CEO or senior executive to pre-tape a 60-second video message
- Full-screen digital ad and full-page ad in digital program
- Company logo as Presenting Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event

MAYOR'S ROYAL COURT \$25,000

- Twelve (12) tickets to the Mayor's Masked Ball
- Mayor's Royal Court Sponsor recognition on all event marketing and press materials
- Access for your guests to the VIP sponsor reception
- Opportunity for CEO or senior executive to pre-tape a 60-second video message
- Full-screen digital ad and full-page ad in digital program
- Company logo as Mayor's Royal Court Sponsor displayed on event webpage and digital program
- Acknowledgment on social media before, during and post event

MAYOR'S MASKED COURT \$12,500

- Ten (10) tickets to the Mayor's Masked Ball
- Mayor's Masked Court recognition on all event marketing materials
- Access for your guests to the VIP sponsor reception
- Half-screen digital ad and half-page ad in digital program
- Company logo as Mayor's Masked Court Sponsor displayed on event webpage and digital program

THE MAYOR'S COURT \$5,000

- Ten (10) tickets to the Mayor's Masked Ball
- Mayor's Court recognition on all event marketing materials
- Half-screen digital ad and half-page ad in digital program
- Access for Two (2) guests to the VIP sponsor reception

FRIENDS OF UNCF \$2,500

- Ten (10) tickets to the Mayor's Masked Ball
- Access for Two (2) guests to the VIP sponsor reception
- Friends of UNCF Sponsor recognition on all event marketing materials

"A MIND IS..."[®] (AMI) SPONSOR \$1,000

- Two (2) tickets to the Mayor's Masked Ball
- Access for Two (2) guests to the VIP sponsor reception
- Listed as an "A Mind Is..."[®] (AMI) Sponsor
- "A Mind Is..."[®] (AMI) Sponsor recognition on event digital program

TABLE HOST \$1,500

- Ten (10) tickets to the Mayor's Masked Ball
- Access for Two (2) guests to the VIP sponsor reception

INDIVIDUAL TICKETS \$150

- One (1) ticket to the Mayor's Masked Ball

NAME

TITLE

COMPANY

ADDRESS

SUITE

CITY

STATE

ZIP

PHONE

EMAIL

☐ **CHECK ENCLOSED** (MAKE CHECKS PAYABLE TO UNCF AND MAIL TO: UNCF, 245 Peachtree Center Avenue, NE, Suite 2800, Atlanta, GA 30303)

☐ **CREDIT CARD**



☐ **VISA**

☐ **AMEX**

☐ **DISCOVER**

CREDIT CARD NUMBER

CVC#

EXP

SIGNATURE

☐ **PLEASE INVOICE US FOR THE AMOUNT DUE: \$** _____ (ALL PAYMENTS DUE BY FEBRUARY 17, 2025)

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