



Sponsorship Package
For Metro Detroit
Saturday, August 25, 2012
Belle Isle Casino

UNCF Walk for Education

The UNCF Walk for Education is a broad-based community fund-raising event in which corporations and organizations can sponsor/underwrite and/or individuals can recruit, family members, friends and co-workers to participate in this non-competitive Walk to raise much needed funds for the UNCF. We want the Metro Detroit community to Walk For Education and help build a more diverse workforce and strengthen the community. Everyone who believes that 'A Mind Is a Terrible Thing to Waste'[®] should come out, and inspire and empower our young people to secure their passports to opportunity, college degrees.

“Every step we take in the Michigan office 24th ANNUAL 5K WALK FOR EDUCATION brings us that much closer to sending more kids to college and fulfilling President Barack Obama’s commitment for America to regain world leadership in the number of college graduates by 2020,” said Michael L. Lomax, Ph.D., UNCF president and CEO. UNCF’s Walk for Education is an opportunity for the community to rally together to help children get the college education our nation needs them to have in order to compete in a global economy.

24th Annual UNCF 5K Walk for Education – Returning Executive Champions

- Byna Elliott – Senior Vice President, Director of Community Relations, Fifth Third Bank
- Tobin Williams – Director Human Resources Corporate Staffs, General Motors Company
- Gwen Moore – African Ancestry Network Consortium Co-Chair, Ford Motor Company
- Daphne Harris – African American Employee Network Co-chair, Chrysler Group, LLC
- Olisaeloka Dallah – Vice President of Compliance, Greektown Casino-Hotel

Mission and Vision

Vision

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

Mission

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 member institutions is a respected model of best practice in moving students to and through college.

Fund-Raising And Efficiency

- UNCF maintains a low cost ratio of 9.2 percent of total revenues—5.3 percent for administrative costs and 3.9 percent for fund-raising.
- Both *The Non-Profit Times* and *The Chronicle of Philanthropy* rank UNCF among the top 10 charitable educational organizations in the country.
- BBB Wise Giving Alliance and Charity Navigator, non-profit watchdogs, have given UNCF high ratings for standards of charity accountability.
- UNCF's fiscal year begins on April 1 and ends on March 31. Each our IRS 990 tax forms are filed and can be accessed at www.guidestar.org.
- Each year, our books are audited and our annual report is published.

2011 UNCF Walk for Education Sponsors and Underwriters

PhD Sponsor

General Motors Company

Master's Sponsor

Fifth Third Bank

Tuition Sponsor

Bank of America

Henry Ford Health Systems/HAP

JEPAB: Advisory Council to the Detroit Casinos

Kroger

McDonald's

UAW Chrysler

UAW Ford

UAW General Motors

Room & Board Sponsor

Greektown Casino-Hotel

Ilitch Holdings, Inc.

Miller Canfield Paddock Stone

Care Package Sponsor

Chrysler Group LLC

Detroit Receiving Hospital

Johnson Controls

Meritor

St. John Health System

Trinity Health

Vendor Booth

Bridgewater Interiors

Detroit Receiving Hospital

Humana

LA/Fitness

Lambda Pi Omega Foundation of Detroit (AKA)

Underwriters

Fifth Third Bank

Greektown Casino-Hotel

Detroit Receiving Hospital

Irene's Myomassolgy

LA/Fitness

Domino's Pizza

24th Annual UNCF 5K Walk for Education Sponsorship Package

Presenting Sponsor **\$25,000**

- Recognized in UNCF Walk press releases
- On-site kick-off and meetings with team captains
- On-site pick-up party
- Complimentary Walk registrations (25)
- Logo on walk brochures (front cover & inside), posters and t-shirts*
- Logo included in print materials (April 20, 2012 deadline)
- Logo on Walk website
- Prime tent location to display company brochures/materials Walk Day
- Logo on route maps and mile markers (5)
- Inclusion in Walk day program announcements
- Recognized in post event appreciation ceremony
- Three tables at the MLK Jr. Scholarship Breakfast, January 2013
- Listed in the 2012 UNCF Annual Report

PhD Sponsor **\$15,000**

- Recognized in UNCF Walk press releases
- On-site kick-off and meetings with team captains
- On-site pick-up party
- Complimentary Walk registrations (20)
- Logo on walk brochures, posters and t-shirts*
- Logo included in print materials (April 20, 2012 deadline)
- Logo on walk website
- Prime tent location to display company brochures/materials Walk Day
- Logo on route maps and mile markers (3) signs
- Inclusion in Walk day program announcements
- Recognized in post event appreciation ceremony
- Two tables at the MLK Jr. Scholarship Breakfast, January 2013
- Listed in the 2012 UNCF Annual Report

Master's Sponsor **\$10,000**

- Recognized in UNCF Walk press releases
- On-site kick-off and meetings with team captains
- On-site pick-up party
- Complimentary Walk registrations (15)
- Logo on walk brochures, posters and t-shirts*
- Logo included in print materials (April 20, 2012 deadline)
- Logo on walk website
- Prime tent location to display company brochures/materials Walk Day
- Logo on route maps and mile markers (2) signs
- Inclusion in Walk day program announcements
- Recognized in post event appreciation ceremony
- Two tables at the MLK Jr. Scholarship Breakfast, January 2013
- Listed in the 2012 UNCF Annual Report

Bachelor's Sponsor **\$5,000**

- Recognized in UNCF Walk press releases
- On-site kick-off and meetings with team captains
- On-site pick-up party
- Complimentary Walk registrations (10)
- Logo and recognition in Walk newsletters
- Logo on walk brochures, posters and t-shirts*
- Logo on Walk website
- Secondary tent location to display company brochures/materials Walk Day
- Logo on Walk route maps and mile markers (1) sign
- Inclusion in Walk day program announcements
- Recognized in post event appreciation ceremony
- One table at the MLK Jr. Scholarship Breakfast, January 2013
- Listed in the 2012 UNCF Annual Report

Tuition Sponsor **\$3,500**

- Off-site kick-off and meetings with team captains
- Off-site pick-up party
- Complimentary Walk registrations (5)
- Logo on Walk t-shirts*
- Logo on Walk website
- Secondary tent location to display company brochures/materials Walk Day
- Inclusion in Walk day program announcements
- Display placement for company brochures/materials Walk day
- Recognized in the post event appreciation ceremony

Room & Board Sponsor **\$2,500**

- Complimentary Walk registrations (2)
- Recognition on day-of-event signage
- Inclusion in Walk day program announcements
- Display placement for company brochures/materials Walk day
- Recognized in the post event appreciation ceremony

Books & Fees Sponsor **\$1,000**

- Complimentary Walk registration (1)
- Inclusion in Walk day program announcements
- Recognized in the post event appreciation ceremony

Vendor booth **\$ 500**

- Secondary booth location to display materials with pre and post walker access

Underwriting options are available

- Please contact Angela Bingham – Development Director, Walk Manager to discuss underwriting opportunities
- **Deadline for underwriting opportunities is Friday, June 29, 2012.**

Check for required deadlines to receive stated benefit*

UNCF Walk for Education Sponsorship Commitment Form

Company/Organization Name: _____

Contact Person/Title: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____

Email Address: _____

Phone: _____ Fax: _____

Authorized Signature: _____

Please indicate your commitment level:

- | | |
|---------------------------------------|----------|
| <input type="checkbox"/> Presenting | \$25,000 |
| <input type="checkbox"/> PhD | \$15,000 |
| <input type="checkbox"/> Master's | \$10,000 |
| <input type="checkbox"/> Bachelor's | \$ 5,000 |
| <input type="checkbox"/> Tuition | \$ 3,500 |
| <input type="checkbox"/> Room & Board | \$ 2,500 |
| <input type="checkbox"/> Books & Fees | \$ 1,000 |
| <input type="checkbox"/> Vendor booth | \$ 500 |

We cannot sponsor the UNCF 24th Annual 5K Walk for Education; please accept this donation to support the event: Please select \$1,000 \$500 \$250 Other \$ _____.

**Please email, fax or mail this
completed form to:**

UNCF
Attn: Angela Bingham
Development Director
3031 W. Grand Blvd., Ste. 531
Detroit, MI 48202
Phone: 313-873-1500 ext. 1504
Fax: 313-874-1539
Angela.Bingham@uncf.org

Important Dates

**Deadline for brochure/poster
placement**
Friday, April 20, 2012*
Deadline for T-shirt placement
Friday, July 13, 2012*
**Deadline for all sponsorship
opportunities**
Friday, July 27, 2012*