



UNCF
MAYOR'S
MASKED
BALL
ATLANTA 2015

Honorary Chair
THE HONORABLE KASIM REED



UNCF

A mind is a terrible
thing to waste®

SPONSORSHIP AND MARKETING OPPORTUNITIES

ABOUT THE ATLANTA UNCF MAYOR'S MASKED BALL

AT A GLANCE

The 32nd annual UNCF Mayor's Masked Ball is one of metropolitan Atlanta's signature fundraising galas and premier social events of the holiday season. Founded by former Mayor Andrew Young and Billye S. Aaron, the Ball is hosted by local corporate sponsors. Its purpose is to involve celebrities, dignitaries, civic leaders, volunteers, public officials and other supporters in the annual local unrestricted fundraising activities of UNCF.

GOAL

\$1,000,000

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$7,500-\$75,000. Sponsor package benefits include sponsor table for your guests and recognition at the event and in related advertising and promotional materials. Individual tickets are available for \$750.

WHEN

Saturday, December 19, 2015

FEATURING

6:30 p.m.

The VIP Sponsor Reception (by invitation only)
Pre-Ball General Reception
Silent Holiday Auction

7:30 p.m.

Red Carpet Parade of Stars and Dignitaries
Elegant Dining
Parade of Masks
Dancing and Live Entertainment

WHERE

Atlanta Marriott Marquis
Atrium Ballroom
265 Peachtree Center Avenue, Atlanta

STRICTLY FORMAL ATTIRE

Ladies Long Gown and Mask

Gentlemen Black-Tie and Mask

ENTERTAINMENT

To be announced



HOST COMMITTEE

The Honorable Kasim Reed

Mayor, City of Atlanta

Michael L. Lomax, Ph.D.

President and CEO, UNCF

Maurice E. Jenkins, Jr.

Executive Vice President
National Development, UNCF

Justine Boyd

Regional Development Director
UNCF

FOUNDING CO-CHAIRPERSONS

Billye Suber Aaron

The Honorable Andrew Young

2015 CO-CHAIRPERSONS

Jack Sawyer

Regional President
Wilmington Trust

HONORARY CHAIRPERSONS

Clarence Avant

Ed Baker

Erica Qualls Beatty

Eldrin Bell

Veronica Biggins

Scarlet Pressley-Brown

Dr. Willie H. Clemons

Ralph Cleveland

Judge Brenda Hill Cole

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

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

Temi Silver

Steve Smith

Geri P. Thomas

Harriette D. Watkins

Carolyn M. Young

MARQUIS SPONSOR \$75,000

- One reserved table for 16 guests in the Mayor's Royal Court
- Red carpet participation of designated representative in the "Parade of Stars and Dignitaries"
- Company representative to deliver program welcome
- Tickets for 16 guests to the sponsor reception
- Prominent brand placement in pre-function area
- Brand recognition in select print and electronic media
- Opportunity for company representative to serve as a vice chair on event host committee
- Listing on UNCF Web site
- Pre-reception red-carpet photo opportunity with the mayor and UNCF president and CEO
- Event souvenir photos
- Full-page four-color advertisement with preferred placement in souvenir program
- Logo displayed on a solo screen as part of sponsor video presentation
- One minute video message
- Table top commemorative book

PRESENTING SPONSOR \$50,000

- One reserved table for 16 guests in the Mayor's Royal Court
- Red carpet participation of designated representative in the "Parade of Stars and Dignitaries"
- Tickets for 16 guests to the sponsor reception
- Prominent brand placement in pre-function area
- Brand recognition in select print and electronic media
- Opportunity for company representative to serve as a vice chair on event host committee
- Listing on UNCF Web site
- Pre-reception red-carpet photo opportunity with the mayor and UNCF president and CEO
- Event souvenir photos
- Full-page four-color advertisement with preferred placement in souvenir program
- Logo displayed on a solo screen as part of sponsor video presentation

MAYOR'S ROYAL COURT \$25,000

- One reserved table for 14 guests in the Mayor's Royal Court
- Red carpet participation of designated representative in the "Parade of Stars and Dignitaries"
- Preferred seating in the Mayor's Royal Court
- Tickets for 14 guests to the sponsor reception
- Brand placement in pre-function area
- Brand recognition in select print and electronic media
- Opportunity for company representative to serve as a vice chair on event host committee
- Pre-reception red-carpet photo opportunity with the mayor, UNCF president and CEO
- Event souvenir photos
- Full-page four-color advertisement in souvenir program
- Logo displayed on a shared screen as part of sponsor video presentation

MAYOR'S MASKED COURT \$15,000

- One reserved table for 12 guests in the Mayor's Masked Court
- Select pre-reception red-carpet photo opportunity with the mayor, UNCF president and CEO and celebrity guests during
- Preferred seating in the Mayor's Masked Court
- Tickets for six guests to the sponsor reception
- Opportunity for company representative to serve as a vice chair on event host committee
- Half-page four-color advertisement in souvenir program
- Company name listed as part of sponsor video presentation and listing in souvenir program

THE MAYOR'S COURT \$7,500

(LIMITED AVAILABILITY. MUST CONFIRM BY 10/15/15)

- Reserved table for 10 guests in the main ballroom
- Tickets for four guests to the sponsor reception
- Opportunity for company representative to serve as a vice chair on event host committee
- Company name listed as part of sponsor video presentation and listing in souvenir program

SCHOLARS TICKET \$750

(RESERVED SEAT)





SPONSORSHIP FORM AND PROGRAM BOOK ADVERTISING FORM

SPONSORSHIP RESERVATION FORM

- \$75,000 Marquis Sponsor**
 - \$50,000 Presenting Sponsor**
 - \$25,000 Mayor's Royal Court**
 - \$15,000 Mayor's Masked Court**
 - \$7,500 The Mayor's Court**
- LIMITED AVAILABILITY. MUST CONFIRM BY 10/15/15
- \$750 Scholars Ticket(s)** _____
 - \$_____** I am unable to attend, but please accept my donation.

PROGRAM BOOK ADVERTISING FORM

Ad Sizes and Specifications

- Full-Page Color Ad** (Bleed: 7.25"W x 11.25"H)
- Full-Page Color Ad** (Non-bleed: 6.5"W x 10.5"H)
- Half-Page Color Ad** (6.5"W x 5.125"H)

Reproduction is in full four-color format
 Trim size is 7" x 11"
 Live area is 6.5" x 10.5"
 Provide press-quality PDF

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.

CONTACT PERSON _____ TITLE _____

COMPANY _____

ADDRESS _____ SUITE _____

CITY _____ STATE _____ ZIP _____

PHONE _____ FAX _____

E-MAIL _____

CHECK ENCLOSED

CREDIT CARD VISA MASTERCARD DISCOVER AMERICAN EXPRESS

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

PLEASE INVOICE US FOR THE AMOUNT DUE: \$_____ (ALL PAYMENTS DUE BY FRIDAY, DECEMBER 1, 2015)

Please fax this completed form to UNCF at 404.302.8608 or return by mail with your credit card information or your check payable to UNCF.

UNCF

Justine Boyd
 Regional Development Director
 229 Peachtree Street, NE
 Suite 2350
 Atlanta, GA 30303
 T 404 302 8623 | F 404 302 8608

All contributions are tax-deductible to the fullest extent allowed by law. Sponsorship level less \$175 per ticket is tax deductible as a charitable contribution.

Ad Deadline: December 1, 2015

Provide a high-resolution press-quality PDF by e-mail. We will not be able to design any ads.

Please e-mail press-quality PDF ads to tamara.hardy@unconf.org.

Due Dates

LOGO	12/1/15
PAYMENT IN FULL	12/1/15
AD FOR PROGRAM BOOK	12/1/15
GUEST LIST NAMES	12/1/15



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 practice 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 over 900 colleges and universities across the country. For more information, go to UNCF.org.

UNCF-MEMBER INSTITUTIONS

- | | |
|---|---|
| Allen University Columbia, SC | Morris College Sumter, SC |
| Benedict College Columbia, SC | Oakwood University Huntsville, AL |
| Bennett College Greensboro, NC | Paine College Augusta, GA |
| Bethune-Cookman University Daytona Beach, FL | Philander Smith College Little Rock, AR |
| Claflin University Orangeburg, SC | Rust College Holly Springs, MS |
| Clark Atlanta University Atlanta, GA | Saint Augustine's University Raleigh, NC |
| Dillard University New Orleans, LA | Shaw University Raleigh, NC |
| Edward Waters College Jacksonville, FL | Spelman College Atlanta, GA |
| Fisk University Nashville, TN | Stillman College Tuscaloosa, AL |
| Florida Memorial University Miami, FL | Talladega College Talladega, AL |
| Huston-Tillotson University Austin, TX | Texas College Tyler, TX |
| Interdenominational Theological Center Atlanta, GA | Tougaloo College Tougaloo, MS |
| Jarvis Christian College Hawkins, TX | Tuskegee University Tuskegee, AL |
| Johnson C. Smith University Charlotte, NC | Virginia Union University Richmond, VA |
| Lane College Jackson, TN | Voorhees College Denmark, SC |
| LeMoyné-Owen College Memphis, TN | Wilberforce University Wilberforce, OH |
| Livingstone College Salisbury, NC | Wiley College Marshall, TX |
| Miles College Birmingham, AL | Xavier University of Louisiana New Orleans, LA |
| Morehouse College Atlanta, GA | |