



A mind is a terrible thing to waste®

**UNCF Los Angeles 34th Annual Walk for Education
Sponsorship Package
Saturday, September 30, 2017
Leimert Park Village, Los Angeles**



Our Impact

The United Negro College Fund (UNCF) is the nation's largest and most effective minority education organization. For 73 years, UNCF has enabled under-represented and minority students to attend and graduate from college; raising \$4.7 billion, changing lives for generations. To serve youth, the community, and the nation, UNCF supports students' education and development through scholarships and other programs, strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. UNCF awards more than \$100 million in scholarships annually and administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment, and curriculum and faculty development programs. Learn more at www.uncf.org.

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 practices in moving students to and through college.

Upcoming UNCF Los Angeles Events

- UNCF Los Angeles 34th Annual Walk for Education – September 30, 2017
- Giving Tuesday Campaign – November 2017
- 26th Anniversary Martin Luther King Jr. Birthday Celebration – January 2018
- 7th Annual Mayor's Masked Ball – February 2018
- Black History Month Campaign – February 2018

UNCF MEMBER COLLEGES & UNIVERSITIES

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 College 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 College 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
Tougaloo College Tougaloo, MS
Texas College, Tyler, TX
Tuskegee University Tuskegee, AL
Virginia Union University Richmond, VA
Voorhees College Denmark, SC
Wilberforce University Wilberforce, OH
Wiley College Marshall, TX
Xavier University New Orleans, LA

"A mind is a terrible thing to waste, but a wonderful to invest in."™



SPONSORSHIP LEVELS & BENEFITS

PRESENTING SPONSOR

\$25,000

- ✓ Title sponsor of the Walk for Education
- ✓ Company representatives invited to serve as Chair/Co-Chair of UNCF Walk for Education
- ✓ Logo featured on Point-of-Sale decals, displays and posters throughout LA county
- ✓ Banner placement at start/finish line, on stage, and VIP/Media Tent
- ✓ Speaking Opportunity on Walk Day
- ✓ Company logo displayed in Walk for Education print advertisements and materials distributed to walkers
- ✓ Speaking opportunity at Walk for Education kick-off event and post-walk celebration event
- ✓ Company Water Station on Walk Day
- ✓ Sponsor booth on Walk Day to distribute giveaways and provide company/products/services information
- ✓ Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Inclusion of company name in official Walk for Education press releases
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Eight invitations to the VIP Breakfast, held the morning of Walk Day

DOCTORATE SPONSOR

\$15,000

- ✓ Speaking Opportunity on Walk Day
- ✓ Company logo displayed in Walk for Education print advertisements
- ✓ Speaking opportunity at Walk for Education kick-off event and post-walk celebration event
- ✓ Corporate logo on marketing materials distributed to walkers
- ✓ Company Water Station on Walk Day
- ✓ Sponsor booth on Walk Day to distribute giveaways and provide company/products/services information
- ✓ Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Inclusion of company name in official Walk for Education press releases
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Four invitations to the VIP Breakfast, held the morning of Walk Day

MASTER'S SPONSOR

\$10,000

- ✓ Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Inclusion of company name in official Walk for Education press releases
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Two invitations to the VIP Breakfast, held the morning of Walk Day

BACHELOR'S SPONSOR

\$5,000

- ✓ Company logo on Walk for Education t-shirts, posters, brochures, website
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event



ADDITIONAL SPONSORSHIP OPPORTUNITIES

REGISTRATION/CHECK-IN TENT HOST

\$15,000

Make a great first impression to the UNCF Walk for Education participants by hosting the Registration/Check-in Area. When walkers first enter the venue in the morning, they are all directed to the Registration/Check-in Area. Sponsor Recognition as the Registration/Check-in Host includes:

- ✓ Exclusive Title Sponsor of Registration/Check-in Tent
- ✓ Three company banners and company balloons within the Registration/Check-in area
- ✓ Company logo on all Registration/Check-in area signs/signage
- ✓ Opportunity to outfit volunteers in branded accessories (such as hats) with your company's logo
- ✓ Opportunity to have members of your company volunteer as a group in company gear at Check-in area
- ✓ Corporate logo on registration materials distributed to walkers
- ✓ Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Four invitations to the VIP Breakfast, held the morning of Walk Day

VIP BREAKFAST HOST

\$15,000

Prior to the Opening Ceremony, a VIP Breakfast is held for top fundraisers, sponsors, elected officials, and celebrities. As the VIP Breakfast Host, your organization will play a major role in the experience of our most high-profile supporters. Sponsor Recognition as the VIP Breakfast Host includes:

- ✓ Exclusive Title Sponsor of VIP Breakfast
- ✓ Three company banners and company balloons within the VIP Breakfast
- ✓ Company logo on all VIP Breakfast invitations, rsvp forms, and e-communications
- ✓ Opportunity for a representative from your organization speak at the VIP Breakfast
- ✓ Corporate logo on registration materials distributed to walkers
- ✓ Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Eight invitations to the VIP Breakfast, held the morning of Walk Day

FINISH LINE HOST

\$15,000

Make a lasting impression with UNCF Walk for Education participants by hosting the Finish Line. When walkers cross the finish line, they will see your company's name/logo. Sponsor Recognition as the Finish Line Host includes:

- ✓ Exclusive Title Sponsor of Finish Line
- ✓ Three company banners and company balloons at Finish Line
- ✓ Company logo on all Finish Line signs/signage
- ✓ Opportunity to outfit volunteers in branded accessories (such as t-shirts, hats) with your company's logo and hand out branded items to walkers as they cross the Finish Line
- ✓ Company name on UNCF Walk for Education Certificate of Completion Corporate logo on Walk for Education t-shirts, posters, and brochures
- ✓ Company logo on Walk for Education website (with hyperlink) and included in all e-communications and social media outreach
- ✓ Company logo on Walk for Education sponsor banner displayed on Walk Day
- ✓ Recognition at Walk for Education kick-off party and post-walk celebration event
- ✓ Four invitations to the VIP Breakfast, held the morning of Walk Day



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:

____ Presenting	\$25,000	____ Registration/Check-in Tent	\$15,000
____ Doctorate	\$15,000	____ VIP Breakfast Host	\$15,000
____ Master's	\$10,000	____ Finish Line Host	\$15,000
____ Bachelor's	\$ 5,000		

____ No, we are not able to participate in a sponsorship opportunity. However, we would like to make the following donation for the event: \$_____.

Payment Options: (for ACH or EFT payment contact our office IN ADVANCE for proper transaction information)

Check: _____ Enclosed with form _____ Invoice me

Credit Card: _____ Visa _____ Master Card _____ American Express _____ Discover

Credit Card # _____

Expiration Date _____ CVC Code _____

Billing Address _____

Authorized Signature: _____ Date: _____

Title: _____

Important Dates

Deadline for brochure/poster placement: Friday, July 14, 2017*

Deadline for T-shirt placement: Friday, August 18, 2017*

Deadline for all sponsorship opportunities: Friday, September 1, 2017*

***Specs for logos need to be CMYK EPS files**

Please email or fax the completed sponsorship commitment form to:

UNCF

Attn: Karika Thompson, Development Director

3699 Wilshire Blvd., Ste. 675

Los Angeles, CA 90010

Phone: 213-639-3800 ext. 3814

Fax: 213-389-9891

Email: karika.thompson@uncf.org

"A mind is a terrible thing to waste, but a wonderful to invest in."™