

UNCF-NY Emerging Leaders, "What a Time to be Alive" Fundraiser



UNCF New York
Emerging Leaders Society

The New York Office of the United Negro College Fund (UNCF) seeks sponsorship and media partnership for an exciting new event engaging young professionals as volunteer ambassadors in our *Invest in Better Futures* campaign.

The host committee, the "Emerging Leaders", is connected digitally and personally to thousands of young professionals via career, professional and alumni networks. The group is comprised of over 20 millennials in various fields, from many top universities including HBCUs, Ivy Plus schools, and UNCF member institutions.

This event "*What a Time to be Alive*" begins a multi-year campaign to build volunteer support among young professionals to raise awareness and funds to support UNCF scholarship programs, approximately 900 colleges across the country including elite private colleges, flagship state universities and its member HBCUs. For 72 years UNCF has been making a difference in the lives of the young men and women attending our member institutions and to date we have helped over 450,000 students realize their dreams of a college education. Today we serve over 60,000 students annually through our work.

Education is the key to better futures for America's youth—capable of unlocking doors to infinite opportunities for success. Yet, paying for college is often the greatest hurdle to securing an education, especially for the students UNCF traditionally serves—low-income, first-generation African-American students, more than 60 percent of whom come from families with annual incomes below \$30,000.

Sponsors have a unique opportunity to connect with this group through the inaugural event:

"What a Time to be Alive"
Thursday, March 3, 2016
Lavo New York – 39 East 58th St., (bet Madison & Park)

About the Event

300 Tri-State Area young professionals expected to attend | 23-person host committee | Attire - After-Work Chic | \$175/Tickets | Hors d'Oeuvres | DJ & Dancing | VIPs & SWAG | Social Media Push Prior & During Event | Sponsorship opportunities include:

Presenting Sponsor - \$20,000

- Opportunity to make welcoming remarks at Emerging Leaders Fund Raiser
- Logo on event signage, digital invitations and advertising (first tier)
- Listed as a sponsor of the event on UNCF website's events page
- Opportunity for digital messaging, advertising or web links to contacts
- Opportunity to have vendor table at event and/or to give away approved branded items
- Mentions pre/post event in UNCF-NY social media platforms

Major Sponsor - \$10,000

- Logo on event signage, digital invitations and advertising (second tier)
- Listed as a sponsor of the event on UNCF website's events page
- Opportunity to have vendor table at event and/or to give away approved branded items
- Mentions pre/post event in UNCF-NY social media platforms

Contributing Sponsor - \$5,000

- Logo on event signage (third tier)
- Mentions pre/post event in UNCF-NY social media platforms

Your support will help us continue to address this issue. Thank you for your consideration of this request. I will follow up with you shortly. However, should you have any questions, please call me at 212.820.0151 or email me at lisa.banks@uncf.org.