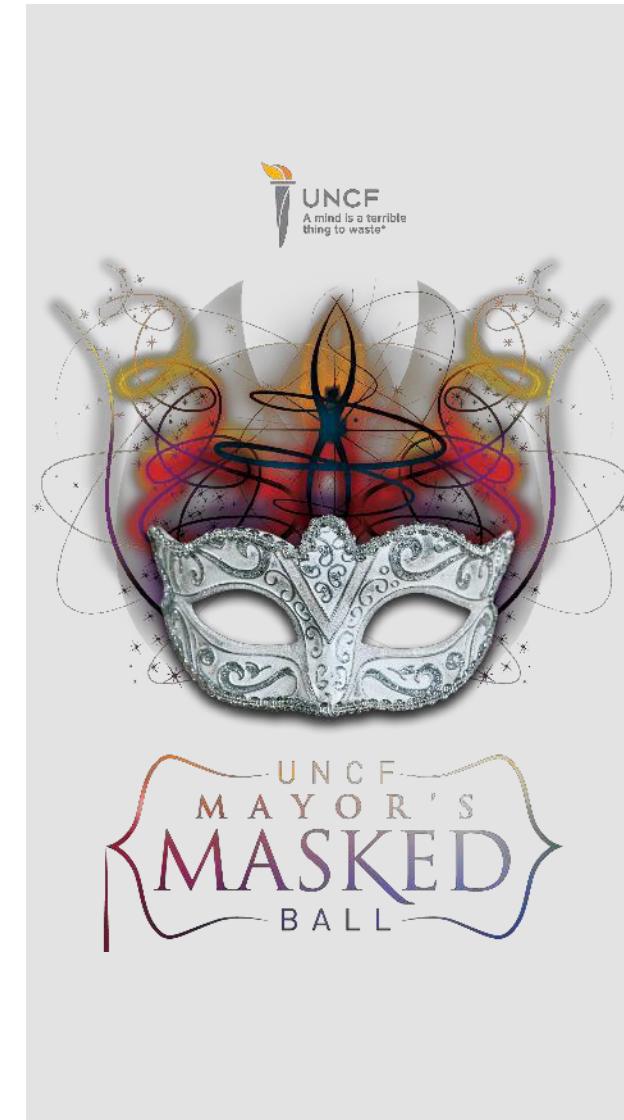


UNCF Washington Mayor's Masked Ball

2018 SPONSORSHIP PROPOSAL

Charles Thompson III

UNCF WASHINGTON | 1805 7TH STREET, NW | WASHINGTON, DC 20001 | 202-810-0182



2018 UNCF WASHINGTON MAYOR'S MASKED BALL



"Please join me at the 6th Annual Washington DC, UNCF Mayor's Masked Ball. Last year, the DC Ball raised almost a half of a million dollars to help young people achieve their dreams in pursuit of a higher education; putting them on a pathway to the middle class. With your help and support, UNCF can raise even more this year!"

~Mayor Muriel Bowser

In 2013, the UNCF Washington Area Office presented the inaugural UNCF Washington Masked Ball following in the successful tradition of many other UNCF major markets. In 2015 the event was re-launched as the UNCF Washington Mayor's Masked Ball and has been hosted by the Honorable Muriel Bowser, Mayor of Washington, D.C. every year since. An impressive array of sponsors from the corporate community support this festive evening featuring dignitaries, civic leaders, public officials, alumni and others who support the UNCF mission of investing in ***Better Futures*** by moving youth in the Washington metropolitan area to and through college.

The UNCF Washington Mayor's Masked Ball raises funds to support scholarships and programs for nearly 4,000 students from the greater Washington, DC- area who attend UNCF-member institutions and other colleges across the nation. Revenue from the Mayor's Masked Ball has grown 200% since the inaugural event thanks to the unwavering and generous support of our sponsors and attendees but there is still so much more work to do – please consider becoming a sponsor or increasing your sponsorship this year; more students than ever are counting on us.

Overview

2018 UNCF WASHINGTON MAYOR'S MASKED BALL



The Mayor's Masked Ball attracts an audience of 500-600 including corporate and community leaders who are invited to support this premier fundraising event with the purchase of sponsorship packages. Sponsorship packages start \$6,000 and each package includes benefits commensurate with the level of support (**custom packages are created for sponsorship above \$75,000.**)

The 2018 Mayor's Masked Ball will occur on Saturday, January 27 at 6p in the Hyatt Regency Washington on Capitol Hill.

The Mayor's Masked Ball program will include:

- The VIP Award Ceremony and Reception (by invitation)
- Pre-Ball General Reception
- Live & Silent Auctions
- The Parade of Stars and Dignitaries
- Elegant Dining
- Live Entertainment

Event Facts



Mayor's Monarch Sponsor \$75,000

Sponsor Benefits

- Reserved table for 16 guests in ballroom with elite seating
- 16 tickets to VIP award ceremony and reception
- Company executive brings brief remarks in VIP award reception and main program
- Place cards for guests seated at your table
- Complimentary ground transportation service for select executives
- Company executive included in media appearances
- Photo opportunities with event dignitaries
- Prominent placement of company logo on signage and on sponsor video scroll during the 2018 UNCF Mayor's Masked Ball
- Logo on invitations and all pre-event marketing material and post-event coverage
- One table of 10 for a 2018 UNCF Mayor's, Governor's or Leader's Luncheon
- One table of 10 for the 2019 UNCF Dr. Martin Luther King Jr. Day Breakfast
- Opportunity to provide promotional item/offer to each guest



Mayor's Marquis Sponsor \$50,000

Sponsor Benefits

- Reserved table for 14 guests in ballroom with elite seating
- 14 tickets to VIP award ceremony and reception
- Complimentary ground transportation service for select executives
- Place cards for guests seated at your table
- Company executive mentioned in media appearances
- Photo opportunities with event dignitaries
- Prominent placement of company logo on signage and on sponsor video scroll during the 2018 UNCF Mayor's Masked Ball
- Logo on invitations and all pre-event marketing material and post-event coverage
- One table of 10 for a 2018 UNCF Mayor's, Governor's or Leader's Luncheon



Mayor's Royal Court Sponsor \$25,000

Sponsor Benefits

- Reserved table for 14 guests in ballroom with premier seating
- 14 tickets to VIP award ceremony and reception
- Company mentioned in media appearances
- Prominent placement of company logo on signage and on sponsor video scroll during the 2018 UNCF Mayor's Masked Ball
- Company logo featured in all event marketing and communication materials
- Four tickets for a 2018 UNCF Mayor's, Governor's or Leader's Luncheon

Mayor's Masked Court Sponsor \$12,500

Sponsor Benefits

- Reserved table for 12 guests in ballroom with preferred seating
- 12 tickets to VIP award ceremony and reception
- Placement of company logo on signage and on sponsor video scroll during the 2017 UNCF Mayor's Masked Ball
- Company logo included in all event marketing material
- Two tickets for a 2018 UNCF Mayor's, Governor's or Leader's Luncheon





Mayor's Court Sponsor \$6,000

Sponsor Benefits

- Reserved table for 10 guests in ballroom
- Placement of company logo on signage and on sponsor video

scroll during the 2018 UNCF Mayor's Masked Ball



SPONSORSHIP RESERVATION FORM

- \$75,000 Monarch Sponsor
- \$50,000 Marquis Sponsor
- \$25,000 Royal Court Sponsor
- \$12,500 Masked Court Sponsor
- \$6,000 Court Sponsor
- \$500 Individual Ticket(s) _____

PROGRAM BOOK ADVERTISING FORM

Ad Deadline: December 20, 2017

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 henry@mykadesign.com. For more information, please call 202.810.0182

- 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; Trim size is 7" x 11" - Live area is 6.5" x 10.5"

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.

2018 UNCF WASHINGTON MAYOR'S MASKED BALL



SPONSORSHIP RESERVATION FORM

- \$75,000 Monarch Sponsor**
- \$50,000 Marquis Sponsor**
- \$25,000 Royal Court Sponsor**
- \$12,500 Masked Court Sponsor**
- \$6,000 Court Sponsor**
- \$500 Individual Ticket(s)**

Sponsorship

NAME / TITLE

COMPANY

ADDRESS / SUITE

CITY STATE ZIP

PHONE / FAX

E-MAIL

CHECK ENCLOSED Make checks payable to UNCF

CREDIT CARD VISA MASTERCARD DISCOVER AMERICAN EXPRESS

EXP DATE

CVV/CVC

Payment Options Fax: 202.234.0224; or return by mail with your credit card info [or email to charles.thompsoniii@uncf.org]; or mail your check payable to UNCF.

UNCF

Washington Area Office
1805 7th Street, NW
Washington, DC 20001

All contributions are tax-deductible to the fullest extent allowed by law. \$375 per ticket is tax-deductible as a charitable contribution