



Gala A UNCF AFFAIR NOIR

Celebrating HBCU's Rising Leaders & Excellence

2019 SPONSORSHIP OPPORTUNITY

SATURDAY, NOVEMBER 9, 2019

INTERNATIONAL SPY MUSEUM

700 L'ENFANT PLAZA, SW

WASHINGTON DC 20024

THE TORCH AWARDS AND VIP RECEPTION: 8 - 9 P.M.

GALA NOIR: 9 P.M. - 12 A.M.



OVERVIEW AND VISION

For the past 75 years, UNCF has been lighting the way to better futures. In honor of our 75th anniversary, UNCF will launch a digital campaign culminating with a special event, Gala Noir, that will target and honor young professionals and rising leaders. The goal of the campaign and event is to develop, cultivate and engage a new donor pipeline to support the long-term sustainability of the organization. Gala Noir is a formal cocktail reception featuring the inaugural Torch Awards to be held in Washington, DC annually.

THE TORCH AWARDS AND VIP RECEPTION

The event will feature the inaugural Torch Awards and VIP reception. The Torch Awards will recognize and honor three young professionals making a positive impact in urban communities in the areas of entrepreneurship, education, art and advocacy work.

GALA NOIR

Following the Torch Awards and VIP Reception, Gala Noir will commence. Gala Noir is expected to draw approximately 400 supporters and leading young professionals (individuals, organizations and companies) from the Washington, DC Metro Area and beyond. With a dance floor, DJ, vibrant MC and hors d'oeuvres, the event will be a lively interactive party with a purpose.

Why is Gala Noir the most impactful way to reach young professionals who are “paying it forward”:

As noted by Forbes, millennials desire to support mission-driven organizations. The most effective way to engage millennials is through relevant storytelling, while tracing the impact and effectiveness of fundraising dollars with transparent reporting (Wheeler, 2018, Forbes Magazine). It is critical for the continued success and sustainability of UNCF to raise awareness among the millennial generation about UNCF's mission and programs, while also cultivating a new generation as an immediate and long-term donor base.

Gala NOIR

ABOUT UNCF

“A mind is a terrible thing to waste.”®

For 75 years this principle has remained at the heart of UNCF, enabling us to raise more than \$5 billion and help students not just attend college, but thrive, graduate and become leaders.

UNCF does this in three ways:

- By awarding more than 10,000 scholarships, worth more than \$100 million, each year;
- By providing financial support to 37 historically black colleges and universities (HBCUs);
- And by serving as the nation’s leading advocate for the importance of minority education and community engagement.

Since our founding in 1944, we’ve helped to more than double the number of minorities attending college. The six-year graduation rate for UNCF African American scholarship recipients is 70 percent. This is 11 percentage points higher than the national average and 31 percentage points higher than the national average for all African Americans.

With UNCF’s support more than 450,000 students have earned college degrees from UNCF-member HBCUs and with UNCF scholarships. The return on your investment in UNCF and the students and institutions we serve is measured in students graduating from college and the creation of better futures for us all.

To learn more, visit www.UNCF.org.





ABOUT UNCF'S WASHINGTON AREA OFFICE

The UNCF Washington, DC office serves the District of Columbia, Northern Virginia and Maryland. Each year through the generous support of donors like you UNCF helps students achieve their dreams of a college education.

WASHINGTON AREA IMPACT

- 100% of the proceeds of Gala Noir will support UNCF's Washington Metro Area students and UNCF member institutions.
- 320 Washington Metro Area students receive support annually from UNCF.
- According to a recent UNCF study, nearly 33,000 black undergraduates are enrolled at HBCUs in Washington, DC, Maryland, and Virginia.

To learn more about UNCF's Washington Area Office, visit www.UNCF.org/DMV.



UNCF - MEMBER COLLEGES AND 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

GALA NOIR: A UNCF AFFAIR

CELEBRATING HBCUS, RISING LEADERS AND EXCELLENCE

2019 SPONSORSHIP GUIDE

GALA NOIR SPONSOR (\$10,000): This is the exclusive sponsor of Gala Noir. Benefits for this package include:

Pre-event visibility:

- Gala Noir and The Torch Awards event page with featured logo and link
- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link
-

Event visibility:

- Exclusive two-minute address to Gala Noir attendees about your company/organization (400 guests)
- One-minute address to The Torch Awards and VIP Reception attendees about your company/organization
- Ten complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage recognizing the sponsorship (200 guests)
- Recognition of sponsorship by the emcee during The Torch Awards and VIP Reception
- Opportunity to display logo or vignette during Gala Noir
- Name recognition and featured logo on all signage
- Identification as sponsor on name badges with featured logo

Post-event visibility:

- Featured logo and link will remain on Gala Noir event page until March 31, 2020
- Recognition on UNCF.org/DMV subpage until March 31, 2020

THE TORCH AWARDS SPONSOR (\$7,500): This sponsor has naming rights as the presenting sponsor of The Torch Awards. Benefits for this package include:

Pre-event visibility:

- Gala Noir and The Torch Awards event page with featured logo and link
- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link

Event visibility:

- Six (6) complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage recognizing the sponsorship (200 guests)
- Recognition of sponsorship by the emcee during The Torch Awards and VIP Reception
- Three-minute address to The Torch Awards and VIP Reception attendees about your company/organization
- Presenter of The Torch Awards to three honorees with photos
- Display logo on the inaugural Torch Award given to three honorees
- Rotating advertising throughout the evening with all digital media.
- Name recognition and featured logo on all signage

Post-event visibility:

- Featured logo and link will remain on Gala Noir event page until March 31, 2020
 - Recognition on UNCF.org/DMV subpage until March 31, 2020
-

VIP RECEPTION SPONSOR (\$7,500): This sponsor has the naming rights to the VIP Reception featuring The Torch Awards. Benefits for this package include:

Pre-event visibility:

- Gala Noir and The Torch Awards web page with featured logo and link
- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link

Event visibility:

- Six (6) complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage recognizing the sponsorship (200 guests)
- Recognition of sponsorship by the emcee during The Torch Awards and VIP Reception
- Two-minute welcome address to The Torch Awards and VIP Reception attendees about your company/organization
- Opportunity to prominently display logo or vignette during The Torch Awards and VIP Reception
- Rotating advertising throughout the evening with all digital media.
- Name recognition and featured logo on all signage

Post-event visibility:

- Featured logo and link will remain on Gala Noir home page until March 31, 2020
- Recognition on UNCF.org/DMV subpage until March 31, 2020



THE TORCH AWARD HONOREES SPONSOR (\$5,000) (3):

This sponsor is supporting the three honorees and recipients of the inaugural Torch Awards. Benefits for this package include:

Pre-event visibility:

- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link

Event visibility:

- Four (4) complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage on the table recognizing the sponsorship (200 guests)
- Name recognition and featured logo on all signage

Post-event visibility:

- Recognition on uncf.org/dmv subpage until March 31, 2020
-

THE TORCH LOUNGE SPONSOR (\$2,000) (4): This sponsor receives seating in a prime location during The Torch Awards and VIP reception. Benefits for this package include:

Pre-event visibility:

- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link

Event visibility:

- Two (2) complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage recognizing the sponsorship (200 guests)
- Name recognition and featured logo on all signage

Post-event visibility:

- Recognition on UNCF.org/DMV subpage until March 31, 2020

GALA NOIR PARTNER SPONSOR (\$1,000) (5): This sponsor receives branding and promotion in partnership with Gala Noir including the The Torch Awards and VIP reception. Benefits for this package include:

Pre-event visibility:

- Event-related communications sent to more than 70,000 young professionals in the Washington Metro Area with featured logo and link

Event visibility:

- Two (2) complimentary tickets to The Torch Awards and VIP Reception with seating in a prime location during the awards with signage recognizing the sponsorship (200 guests)
- Name recognition and featured logo on all signage

Post-event visibility:

- Recognition on UNCF.org/DMV subpage until March 31, 2020





GALA NOIR: A UNCF AFFAIR 2019 SPONSORSHIP COMMITMENT FORM

Company/Organization Name: _____

Contact Person/Title: _____

Mailing Address: _____

City: _____ State: _____

Zip: _____

Email Address: _____

Phone: (_____) _____ Fax: (_____) _____

Signature _____

Please indicate your sponsorship commitment level:

_____ Gala Noir	\$10,000	_____ The Torch Lounge	\$2,000
_____ The Torch Awards	\$ 7,500	_____ Gala Noir Partner	\$1,000
_____ VIP Reception	\$ 7,500	_____ VIP Swag Bag Inclusion	\$250
_____ Torch Awards Honoree	\$ 5,000		

_____ We cannot sponsor Gala Noir: A UNCF Affair; please accept this donation:

Please select _____ \$1,000 _____ \$500 _____ \$250 Other \$ _____

Credit Card Authorization:

To process your sponsorship commitment with a credit/debit card payment, please visit UNCF.org/DMV. For ACH or EFT payment, contact our office IN ADVANCE for proper transaction information.

Please email or fax the completed sponsorship commitment form to:

Fred Mitchell, vice president of development, at fred.mitchell@uncf.org or fax to 212.820.0157.