



G R E A T E R C L E V E L A N D 2 0 1 9

LEADERS'  
*Luncheon*  
O N E D U C A T I O N

Supporting Northeast Ohio students in their pursuit of academic excellence.

*Sponsorship Opportunity*

Friday, February 15, 2019

11:30 am – 1:00 pm

Marriott Downtown at Key Tower  
1360 West Mall Drive, Cleveland, OH 44114



PRESENTED BY



## ABOUT THE LEADERS' LUNCHEON

### **A Return on Your Investment** **Supporting UNCF and our Northern Ohio Students**

This year the Greater Cleveland Leaders Luncheon on Education kicks off the new year celebrating the 75th Anniversary of UNCF.

Since UNCF was founded in 1944 we have raised more than \$4.8 Billion and helped graduate more than 445,000 students from college. The 75th Anniversary is an opportunity for UNCF to generate additional revenue and tell our national story of UNCF's important work and impact.

UNCF of Greater Cleveland Leaders' Luncheon launched in 2011 to keep the important work of "closing the achievement gap" and helping our students get to and through college at the top of the agenda with policymakers, the community, and business leaders here in Northeast Ohio.

UNCF partners with corporations invested in making education a priority within our community, and to help us tell the story of the power and importance of a secondary education. Your support of the Luncheon helps us elevate relevant issues, share success stories and dialogue solutions so that we can create strategies, programs and scholarships to improve the academic success of our scholars.

We need your participation to achieve our fundraising milestone for this historic 75th year. UNCF needs to continue to raise revenue to fulfill our mission to help minority students pay for college. The luncheon strengthens partnerships, reinforces relationships and attracts political influencers, corporations, foundations and individuals to help achieve this goal.

#### **Participating as a sponsor of the Greater Cleveland Leaders Luncheon on Education benefiting UNCF is an opportunity for your company to:**

- Be associated with the nation's largest and most effective minority education organization in the country.
- Increase UNCF's ability to provide programs and scholarships for students in Cuyahoga County and Northern Ohio.
- Be recognized as a company that embraces and supports diversity and increasing access to higher education for our youth.
- Enhance your corporate image and shape consumer attitudes.
- Create positive publicity and heighten visibility within our community.

## OUR IMPACT WITHIN NORTHEAST OHIO

### Help Us Increase Our Impact

We are constantly looking for ways to increase the number of students we assist.

This year we are looking exceed last years numbers

By raising the goal 75% across the board

#### WHAT DOES THAT LOOK LIKE?

#### In 2017-2018 we were able to:

Award 32 scholarships for a total amount of \$158,082.76

With an average award amount \$4,940 per student

#### OUR GOAL FOR 2018-2019

**Award 56 scholarships for a total award amount of \$276,644,83**

That is a 75% Increase

#### TAKE THIS INTO CONSIDERATION

The majority of students who receive scholarships from UNCF are attending Universities right here in Ohio.

#### Top 10 Institutions of Attendance for UNCF Scholarship Recipients from Ohio are:

The Ohio State University  
Wilberforce University  
Case Western Reserve University  
Cleveland State University  
Kent State University Main Campus  
University of Dayton  
Clark Atlanta University  
Morehouse College  
Miami University  
Spelman College

### The Economic Impact of Ohio's HBCUs

HBCUs are economic engines in their communities and beyond, generating substantial economic returns year after year. Ohio's workforce is bolstered by a steady supply of highly trained and success-oriented HBCU graduates.

#### A FEW FACTS

- **\$124 Million: Total Economic Impact** - Ohio's two HBCUs generate \$124 Million in total economic impact. This estimate includes direct spending by HBCUs on faculty, employees, academic programs and operations and by students attending the institutions, as well as the follow-on effects of that spending.
- **1,234 Jobs: Total Employment Impact** - Ohio's HBCUs generate 1,234 jobs in total for their local and regional economies. Of this total, 573 are on-campus jobs, and 661 are off-campus jobs.
- **\$1Billion: Total Lifetime Earnings** - The Ohio HBCU graduates in 2014 can expect total earnings of \$1 Billion over their lifetimes—that's 74 percent more than they could expect to earn without their college credentials.

## PARTNERSHIP LEVELS

### BETTER FUTURES - PRESENTING SPONSOR - \$15,000

- Two premium tables *(10 guests at each table)*
- Included in VIP photo opportunity with panelists and special guests
- Company listed as lead sponsor on all press material
- Included in all media alerts and targeted social media posts
- Logo Inclusion on all event marketing collateral and program card
- Recognition during event with an opportunity to make remarks from stage
- CEO and company acknowledgment during program
- Company logo on UNCF Cleveland Web Page – Special events page
- Opportunity to distribute company literature and giveaways to all attendees at event

### A MIND IS SPONSOR LEVEL - \$7,500

- Two premium tables *(10 guests at each table)*
- Included in VIP photo opportunity with panelists and special guests
- Company listed as a sponsor on all press material
- Included in all media alerts and targeted social media posts
- Logo Inclusion on all event marketing collateral and program card
- CEO and company acknowledgment during program

### LIGHTING THE WAY SPONSOR LEVEL - \$5,000

- One reserved table *(10 guests at each table)*
- Company listed as a sponsor on all press material
- Logo Inclusion on Leaders Luncheon Program Card

### CORPORATE TABLE HOST SPONSOR - \$1,750

- One reserved table *(10 guests at each table)*
- Listed as Table Host on Program Card

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All logos should be press-quality EPS vector or 300 dpi-resolution JPG files.

**E-mail logos to: [Tiamarshae.Sanford@uncf.org](mailto:Tiamarshae.Sanford@uncf.org) by January 4, 2019**

## SPONSORSHIP COMMITMENT

UNCF LEADERS' LUNCHEON ON EDUCATION  
COMMITMENT FORM

### Yes, I will join in supporting UNCF:

#### AS AN EVENT SPONSOR *(Please select one of the following)*

- Better Futures, Presenting Sponsor - \$15,000**   
  **Leading The Way Sponsor - \$7,500**  
 **A Mind Is Sponsor - \$5,000**                     
  **Corporate Table Host Sponsor - \$1,750**

TOTAL = \$

#### I/WE CANNOT ATTEND

- Please accept this \$\_\_\_\_\_ contribution payable to UNCF.

Name: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-mail: \_\_\_\_\_ Date: \_\_\_\_\_

#### Payment Options: *(All payments due by March 7, 2019)*

- CHECK ENCLOSED** Make checks payable to UNCF

Mail to: UNCF • 25800 Science Park Drive • Suite 120 • Beachwood, OH 44122

- CREDIT CARD**   
  VISA   
  MASTERCARD   
  DISCOVER   
  AMERICAN EXPRESS

Credit Card #: \_\_\_\_\_ CVC#: \_\_\_\_\_ Exp: \_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

- INVOICE US** Please invoice us for the amount due: \$\_\_\_\_\_

**Please RSVP by December 28, 2018**

A portion of your sponsorship is tax deductible. A formal letter will follow.



## GUEST LIST FOR LUNCHEON SEATING

**Please provide us with the first and last names of the guests that will be seated at your table.**

Company/Organization Name: \_\_\_\_\_

Primary contact Name: \_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_

6. \_\_\_\_\_

7. \_\_\_\_\_

8. \_\_\_\_\_

9. \_\_\_\_\_

10. \_\_\_\_\_

**Please submit guest list via email to:**

**TiaMarshae Sanford at [TiaMarshae.Sanford@uncf.org](mailto:TiaMarshae.Sanford@uncf.org) by Friday, February 18, 2019. All Guest list changes after this date must be submitted in writing via e-mail.**

*Thank You.*

**When you invest in a student by contributing to UNCF,  
you make an investment in better futures for us all.**



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