

Sponsorship Opportunities



A Mind is a Terrible Thing to Waste®

UNCF RUN/WALK for Education **Johnson C. Smith University** **Athletic Field**

Saturday, March 7, 2015

5K (3.1 miles)

Timed Course

Registration - 7:00 a.m.

Run/Walk - 8:00 a.m.

Register online at <http://give.uncf.org/charlottewalk>

"Every step we take in the Charlotte Walk for Education brings us that much closer to sending more students to college"

*Patrick Griffin, Chair
UNCF Charlotte Leadership Council*



ABOUT UNCF

UNCF, the United Negro College Fund, is the nation's largest and most effective minority education organization. Our 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 practice in moving students to and through college.

UNCF institutions and other historically black colleges and universities are highly effective, awarding 25 percent of all African American baccalaureate degrees. UNCF administers more than 400 scholarship, internship, fellowship, mentoring, curriculum, and faculty development programs.

Today, UNCF supports 60,000 students at over 900 colleges and universities across the country. More than 7,000 North Carolinians attend UNCF schools.

ABOUT THE RUN/WALK

The UNCF Charlotte Walk for Education is a broad-based community fund-raising event in which corporations and organizations can participate as sponsors/underwriters. Individuals can recruit family members, friends and co-workers to participate and make donations to raise greatly needed funds for the UNCF.

Net proceeds from this event will allow UNCF to provide operating support to the five North Carolina member institutions as well as financial aid and scholarships to deserving students. This event will gather the Charlotte community and provide sponsors with an excellent opportunity to highlight their products, services, and good corporate citizenry, while fostering employee morale and building community spirit and health/wellness.

UNCF Charlotte Run/Walk for Education SPONSORSHIP BENEFITS

Presenting Walk Sponsor - \$5,000.00

- Registration for 50 participants *
- Opportunity for company spokesperson to participate in event program
- Corporate recognition in all web, print and electronic media
- Corporate banner displayed at Walk start/finish line (Company must provide printed banners)
- Corporate banners (3) displayed along walk course (Company must provide printed banners)
- Admission to UNCF Hospitality tent onsite day of walk for participants
- Opportunity to display signage in UNCF Hospitality tent (Company provides signage)
- Opportunity to host own Hospitality tent on-site (Company must provide Tent)
- Corporate recognition at event during rotating PSA announcements
- Framed 8x10 Commemorative Team photo
- Opportunity to distribute gifts/coupons etc. to attendees
- Recognition in UNCF National Annual Report

President Walk Sponsor - \$3,000.00

- Registration for 30 participants*
- Admission to UNCF Hospitality tent onsite day of walk for participants
- Opportunity to display signage in UNCF hospitality tent (Company provides signage)
- Corporate recognition in all web, print and electronic media
- Corporate recognition at event during rotating PSA announcements
- Opportunity to provide gifts/coupons etc. for attendees

Professor Walk Sponsor - \$1,500.00 (Corporate Teams & Employee Networks/ Affinity Groups)

- Registration for 15 participants*
- Corporate recognition at event during rotating PSA announcements
- Opportunity to provide gifts/coupons etc. for attendees

Scholar Walk Sponsor - \$1,000 (Small Businesses & Non-Profits) \$500 (Churches, Groups & Organizations)

- Registration for 10 participants*
- Recognition in all electronic, web, and print media
- Opportunity to distribute gifts to guests

Customized benefits for In-Kind & Product/Service Donations (valued at \$1,500 or more): Event materials, signage, food & beverages (i.e. prepared food items, fruit, pastries, nutrition bars, snacks, bottled water, sports drinks, soft drinks, coffee etc).

- Special Acknowledgment during event program
- Table to distribute products and materials to attendees

* Company/Organization provides Team T-shirts

Logo deadline 01/15/15



**UNCF Run/ Walk for Education
Johnson C. Smith University
Saturday, March 7, 2015
Registration- 7am Run/Walk- 8am**



Name/Organization
Coordinator: _____

Company: _____

Address: _____

City, State, Zip: _____

Phone: _____ Fax: _____ Email _____

**YES, I WILL JOIN IN SUPPORT OF UNCF'S HIGHER EDUCATION MISSION!
(Please check all appropriate boxes)**

AS AN EVENT PARTICIPANT: (Please select one of the following)

- Presenting - \$5,000** **President - \$3,000** **Professor - \$1,500**
- Scholar - \$1,000** **Scholar \$ 500** (Churches & organizations) **Individual/Walker - \$25**
- Student/Walker - \$15**
- Individual/Runner - \$25** **Student/Runner - \$15** **Day of Volunteer - \$25**

Individuals and Team Captains can register online at <http://give.uncf.org/charlottewalk>

- Yes!** My organization will have a team for the UNCF Walk for Education
- Yes!** Confirm me as a team captain
- Yes!** Our goal is to have _____ walkers and raise \$ _____ to support UNCF
- Yes!** My organization has matching funds
- Yes!** My organization will also contribute the following product(s) or service(s):

Amount enclosed: \$ _____ **Please invoice** (Invoices must be paid by March 15, 2015)

IWE CANNOT ATTEND. Please accept my/our \$ _____ donation to UNCF.

*To confirm reservations, please complete this form and fax to (704) 377-4612
For more information, please call (704) 377-8625. Thank you.*

Make checks payable to **UNCF** and mail to:
119 East 7th Street, Suite 1B, Charlotte, NC 28202
DEADLINE – February 8, 2015

UNCF is a 501c-3 non-profit organization - Tax ID #13-1624241