



UNCF
MAYOR'S
MASKED
BALL

WASHINGTON, DC 2015

HOSTED BY

The Honorable Muriel Bowser
Mayor, District of Columbia

CO-HOST

Kaya Henderson
Chancellor
District of Columbia Public Schools

HOST COMMITTEE

Michael L. Lomax, Ph.D.
President and CEO, UNCF

Meta Renee Williams
Regional Development Director

Charles Thompson, III
Area Development Director

HONORARY CHAIRS

Stephen G. Canton
CEO, Chairman and Founder
iCore Networks

Debbi Jarvis
Vice President, Corporate Citizenship
and Social Responsibility
PEPCO Holdings, Inc.

Ernest D. Jarvis
Senior Vice President
First Potomac Realty Trust

DeDe Lea
Executive Vice President
Global Government Relations
Viacom, Inc.

Dallas A. Lea, II, M.D.
Principal
Lea Medical Partners

Ben Soto
President, Premium Title Company

United States Representative
Don Beyer

United States Senator
Benjamin Cardin

United States Representative
James Clyburn

United States Representative
Barbara Comstock

United States Representative
Elijah Cummings

United States Representative
Donna Edwards

United States Representative
Al Green

United States Representative
Sheila Jackson Lee

United States Senator
Barbara A. Mikulski

United States Representative
Eleanor Holmes Norton

United States Senator
Mark Warner

United States Representative
Maxine Waters

UNCF presents the inaugural Mayor's Masked Ball hosted by the Honorable Muriel Bowser, Mayor of Washington, an event that is expected to be a premier Washington social event. Mayor Bowser will be joined by an impressive network of corporate and business sponsors to present 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.

HOW

Corporations and community groups are invited to support the fundraising event with the purchase of sponsor packages ranging from \$5,500-\$50,000.

WHEN

Saturday, March 7, 2015

6:30 p.m.

WHERE

Andrew Mellon Auditorium

1301 Constitution Avenue, NW

Washington, DC

FEATURING

The VIP Masked Award Gathering (by invitation only)

Pre-Ball General Reception

Silent Auction

The Parade of Stars and Dignitaries

Elegant Dining

The Parade of Masks

Dancing and Live Entertainment

ENTERTAINMENT

Julia & Company

STRICTLY FORMAL ATTIRE

Ladies Long Gown and Mask

Gentlemen Black-Tie and Mask

2015 MAYOR'S MASKED BALL VICE CHAIRS

Paxton K. Baker
Executive Vice President and General Manager
CENTRIC

A. Scott Bolden
Managing Partner
Reed Smith

Kenneth J. Brewer, Sr.
Executive Director
H Street Community Development Corporation

Kristina Bouweiri
President and CEO
Reston Limousine

David and Elizabeth Carmen
President and CEO
Carmen Group

Delman Coates, Ph.D.
Senior Pastor
Mount Ennon Baptist Church

Danielle Y. Conley
Partner
WilmerHale

Roy "Chip" Ellis
President and CEO
Ellis Development Group

Gerri Mason Hall
Senior Vice President and
Chief Human Resources Officer
Sodexo

Paulette Jackson
Vice President, Development
UNCF

Susan Lacz
Partner and Chief Executive Officer
Ridgewells

Debra Lee
BET Networks
Chairman and Chief Executive Officer

Glen Mahone
Vice President, Communications
Aerojet Rocketdyne

Neena Masih
Partner
BDO

Jim Moss
Managing Director and Founder
PRM Consulting

Dennis L. Perkins, Jr.
Managing Principal
CIVITAS Commercial Real Estate Services

Early Reese
Chief Operating Officer
UNCF

Casey Broughton Stringer
Managing Member
Broughton Construction Company

Maria Tildon
Senior Vice President of Public Policy
and Community Affairs
CareFirst BlueCross BlueShield

Herb Tillery
Executive Director
College Success Foundation

Adrianne Todman
Executive Director
DC Housing Authority

Richard "Mel" Whiteley
Partner and Senior Vice President
AH&T Insurance

Harry Wingo
President & CEO
DC Chamber of Commerce

At time of printing.

MARQUIS SPONSOR - Chairman \$50,000

PRESENTING SPONSOR

CORPORATE HOSPITALITY

- Reserved table for 16 guests in main ballroom with elite seating
- Place cards for guests seated at your table
- Opportunity to have a celebrity guest or Masked Award honoree seated at your company table
- Complimentary Executive Transportation Service provided by Reston Limousine *(New! Added Value)*
- Five tickets for 2015 Baltimore UNCF Mayor's Luncheon *(New! Added Value)*
- One table of 10 for 2016 Washington UNCF Martin Luther King Day Breakfast *(New! Added Value)*

RECOGNITION

- Opportunity to serve as the chairperson for the 2015 UNCF Mayor's Masked Ball Committee; corporate executive name and company logo listed on invitation; company included in press material and in the souvenir program book
- Presentation to company representative during VIP reception of limited edition Masked Award designed by nationally recognized artist
- Remarks during Mayor's Masked Ball program and VIP reception
- Red carpet introduction of designated company representative and guest in the Parade of Stars and Dignitaries
- Mayor's Masked Ball program segment named in honor of your company
- Key photo opportunities with UNCF's president and other dignitaries and celebrities
- Recognition on the local UNCF office events Web page for one year
- Podium recognition at Baltimore UNCF Mayor's Luncheon and Washington Martin Luther King Day Breakfast *(New! Added Value)*

MARKETING/BRANDING/MEDIA

- Premium placement of brand/logo on all print and electronic media
- Social media and e-blast integration
- Company executive included in media appearances
- Company prominently featured on event marketing Web page
- Company included in marketing for all other 2015 UNCF events and campaigns hosted by the Washington office
- Inside front cover or back cover ad in souvenir program
- Prominent placement of company logo on signage and on video loop during the 2015 UNCF Masked Ball
- Full page in 2016 Washington UNCF Martin Luther King Day Breakfast souvenir journal

ROYAL COURT SPONSOR - Co-Chair \$25,000

CORPORATE HOSPITALITY

- Reserved table for 14 guests in main ballroom with preferred seating
- Opportunity to have a celebrity guest or Masked Award honoree seated at your table
- Place cards for guests seated at your table
- Complimentary Executive Transportation Service provided by Reston Limousine *(New! Added Value)*
- Five tickets for 2015 Baltimore UNCF Mayor's Luncheon *(New! Added Value)*
- Five tickets for 2016 Washington UNCF Martin Luther King Day Breakfast *(New! Added Value)*

RECOGNITION

- Opportunity to serve as a co-chairperson for the 2015 UNCF Masked Ball Committee; corporate executive name and company logo listed on invitation; company included in press material and in the souvenir program book
- Remarks during Mayor's Masked Ball VIP reception
- Red carpet introduction of designated company representative in the Parade of Stars and Dignitaries
- Key photo opportunities with UNCF's president and other dignitaries and celebrities
- Recognition on the local UNCF office events Web page for six months
- Podium recognition at Baltimore UNCF Mayor's Luncheon and Washington Martin Luther King Day Breakfast *(New! Added Value)*

MARKETING/BRANDING

- Prominent placement of brand/logo on all print and electronic media
- Company executive included in media appearances
- Company prominently featured on event marketing Web page
- Company included in marketing for all other 2015 UNCF events and campaigns hosted by the Washington office
- Full page four-color ad in souvenir program
- Premium placement of company logo on signage and on video loop during the 2015 UNCF Masked Ball

MASKED COURT SPONSOR \$12,500

CORPORATE HOSPITALITY

- Reserved table for 12 guests in main ballroom with premium seating
- Opportunity to have a celebrity guest or Masked Award honoree seated at your table
- Two tickets for 2015 Baltimore UNCF Mayor's Luncheon *(New! Added Value)*

RECOGNITION

- Opportunity to serve as a co-chairperson for the 2015 UNCF Masked Ball Committee; corporate executive name and company logo listed on invitation; company included in press material and in the souvenir program book
- Red carpet introduction of designated company representative in the Parade of Stars and Dignitaries
- Key photo opportunities with UNCF's president and other dignitaries and celebrities
- Recognition on the local UNCF office events Web page

MARKETING/BRANDING

- Placement of brand/logo on all print and electronic media
- Social media and e-blast integration
- Company prominently featured on event marketing Web page
- Company included in marketing for all other 2015 UNCF events and campaigns hosted by the Washington office
- Full page four-color ad in souvenir program
- Premium placement of company logo on signage and on video loop during the 2015 UNCF Masked Ball

COURT SPONSOR \$5,500

CORPORATE HOSPITALITY

- Reserved table for 10 guests in main ballroom with premium seating

RECOGNITION

- Opportunity to serve as a vice chair for the 2015 UNCF Masked Ball Committee, corporate executive name and company logo listed on invitation, company included in press material and in the souvenir program book
- Red carpet introduction of designated company representative in the Parade of Stars and Dignitaries
- Key photo opportunities with UNCF's president and other dignitaries and celebrities
- Recognition on the local UNCF office events Web page

MARKETING/BRANDING

- Placement of brand/logo on all print and electronic media
- Social media and e-blast integration
- Company prominently featured on event marketing Web page
- Company included in marketing for all other 2015 UNCF events and campaigns hosted by the Washington office
- Full page four-color ad in souvenir program
- Placement of company logo on signage and on video loop during the 2015 UNCF Masked Ball





SPONSORSHIP RESERVATION FORM

- \$50,000** Marquis Sponsor
- \$25,000** Royal Court Sponsor
- \$12,500** Masked Court Sponsor
- \$5,500** Court Sponsor*
- \$500** Individual Ticket(s) _____
- \$ _____ I am unable to attend, but please accept my donation.

* Indicates limited availability

PROGRAM BOOK ADVERTISING FORM

Ad Sizes and Specifications

- 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"
Provide press-quality PDF

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.

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

CREDIT CARD NUMBER _____ CVC# _____ EXP _____

SIGNATURE _____

PLEASE INVOICE US FOR THE AMOUNT DUE: \$ _____ *[ALL PAYMENTS DUE BY FRIDAY, FEBRUARY 27, 2015]*

Please fax this completed form to UNCF at 202.234.0224 or return by mail with your credit card information or 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. \$175 per ticket is tax-deductible as a charitable contribution.

Ad Deadline: February 20, 2015

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 202.810.0332.

UNCF Washington Area Office Impact

As UNCF celebrates its 70th year of being the nation’s oldest and most effective minority higher education assistance organizations, the Washington Area Office (WAO) continues to provide much needed scholarship assistance to students from the Washington Metropolitan Area. In 2013, UNCF distributed \$1,036,668 in scholarship support to 320 students, including support to students attending historically black colleges and universities (HBCUs) and non-HBCUs including:

DC \$ 216,110.00
Maryland \$ 524,357.00
Virginia \$ 296,201.00

UNCF administers more than 400 programs, including scholarship, internship and fellowship, mentoring, summer enrichment and curriculum and faculty development programs. UNCF envisions a nation where all Americans have equal access to a college education that prepares them for rich intellectual lives, competitive and fulfilling careers, engaged citizenship and service to our nation. Today, UNCF supports more than 60,000 students at over 900 colleges and universities across the country. **For more information, go to UNCF.org**

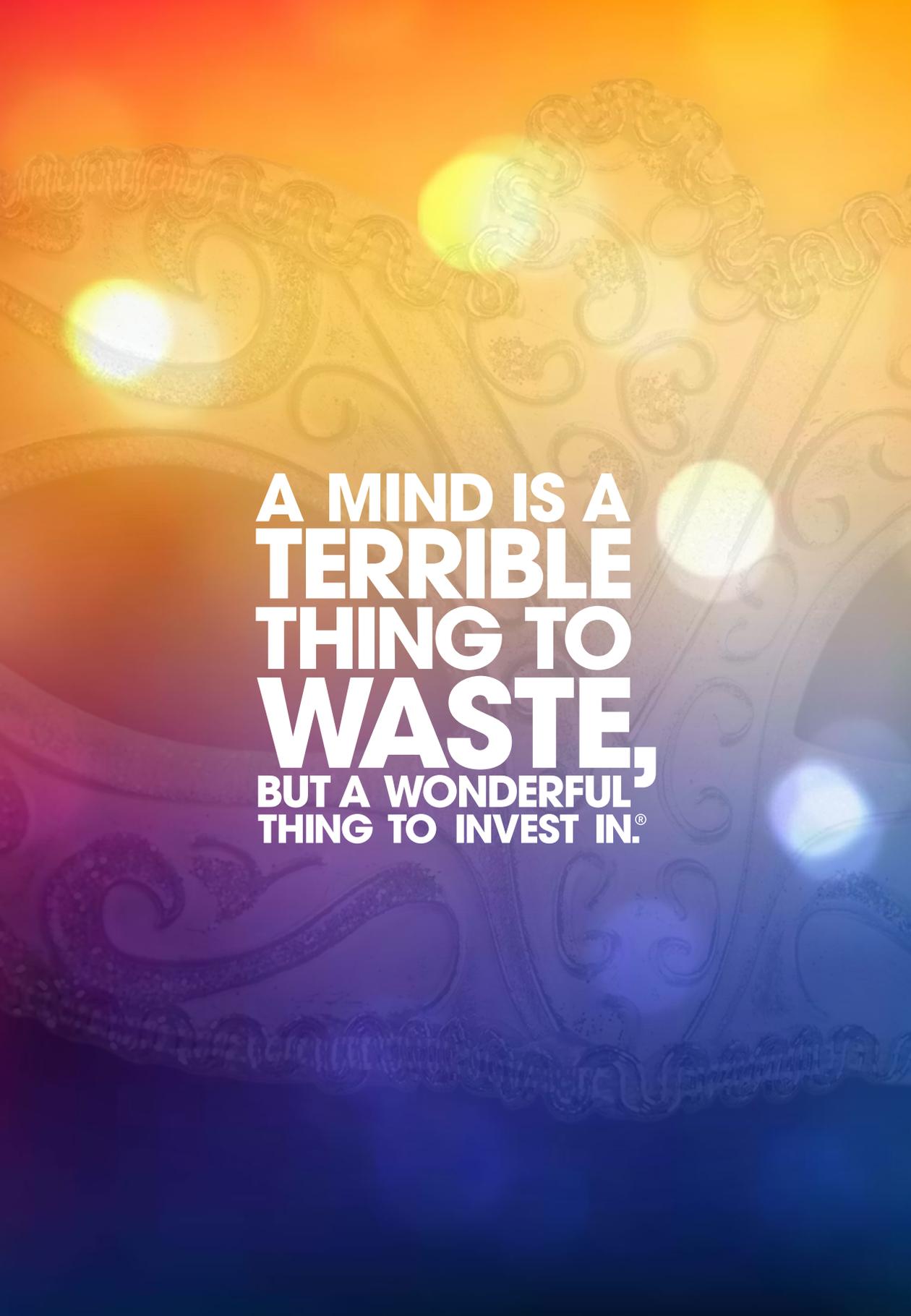
United Negro College Fund, Inc.
Washington Area Office
1805 7th Street, NW
Washington, DC 20001



T 202 810 0332
F 202 234 0224

Meta Williams
Regional Development Director

Charles Thompson, III
Area Development Director



**A MIND IS A
TERRIBLE
THING TO
WASTE,
BUT A WONDERFUL
THING TO INVEST IN.®**