

Saturday, May 31, 2025

INAUGURAL DURHAM UNCF MAYOR'S SCHOLARSHIP BALL



Leonardo Williams, Mayor of Durham
Host



Paulette R. Dillard, Ph.D., President & CEO, Shaw University
Host



Mr. & Mrs. Ray & Shannon Trapp
Co-Chair



Rev. Dr. & Mrs. Jay & Michelle Augustine
Co-Chair



Representative & Mrs. Zack & Tracey Hawkins
Co-Chair



SATURDAY, MAY 31, 2025

DURHAM CONVENTION CENTER
301 WEST MORGAN ST. DURHAM, NC 27701



6 P.M. RECEPTION / 7 P.M. PROGRAM
DINNER, AWARDS & RECOGNITIONS, AUCTION, LIVE ENTERTAINMENT
"A BLACK-TIE AFFAIR"

TICKETS ON SALE NOW!

TO PURCHASE A TICKET: [HTTPS://SHORTURL.AT/AJRB2](https://shorturl.at/AJRB2)
SCAN THE QR CODE FOR SPONSORSHIP INFORMATION



Shaw University is a Charter Member Institution of UNCF and the First HBCU in North Carolina

For More Information Contact Us At 919-546-8564 or dianne.pledger@shawu.edu

INAUGURAL DURHAM UNCF

Mayor's Scholarship Ball

SATURDAY, MAY 31, 2025

DURHAM CONVENTION CENTER
301 WEST MORGAN ST. DURHAM, NC 27701

6 P.M. RECEPTION / 7 P.M. PROGRAM
DINNER, AWARDS & RECOGNITIONS, AUCTION, LIVE ENTERTAINMENT
"A BLACK-TIE AFFAIR"

SPONSORSHIP OPPORTUNITIES

Mayor's Presenting Sponsor \$25,000

- Serve as Co-Host of the event
- Industry exclusivity
- 2 reserved tables of 10, premium seating
- Brand recognition/logo in promotional materials
- Opportunity to make remarks from the podium
- 30 sec. video promo at the event
- 2 company pop-up banners *
- Table signage
- Social media recognition

Mayor's Champion Sponsor \$15,000

- 1 reserved table of 10, premium seating
- Opportunity to introduce award recipient (4)
- Brand recognition/logo in promotional materials
- Recognition from the stage
- 1 company pop-up banner *
- Table signage
- Social media recognition

Individual Tickets \$200 each

+ Table sponsorship levels are for small non-profits, businesses, churches, and individuals not associated with a major corporation.

All ticket purchases will be seated after reserved tables.

*Company/sponsor will provide pop-up banner (s)

HBCU Legacy Sponsor \$10,000

- 1 reserved table of 10, premium seating
- Brand recognition/logo in promotional materials
- Company logo on sponsor loop
- Table signage
- Social media recognition

Building Futures Sponsor \$5,000

- 1 reserved table of 10
- Brand recognition/logo in promotional materials
- Company logo on sponsor loop
- Table signage
- Social media recognition

Friend of UNCF Sponsor \$2,500

- 1 reserved table of 10
- Table signage
- Name listed in the program
- Social media recognition

Table Sponsor: \$1750 until 4/15/25

- 1 reserved table for 10
- Table signage
- Listed in the program

Table Sponsor: \$2,000 after 4/15/25

REASONS TO PARTNER

About UNCF

UNCF (United Negro College Fund) is the nation's largest and most effective minority education organization. To serve youth, the community, and the nation, UNCF supports students' education and development through scholarships and other programs, supports and strengthens its 37 member colleges and universities, and advocates for the importance of minority education and college readiness. While totaling only 3% of all colleges and universities, UNCF institutions and other historically Black colleges and universities are highly effective, awarding 15% of bachelor's degrees, 5% of master's degrees, 10% of doctoral degrees, and 19% of all STEM degrees earned by Black students in higher education. UNCF administers more than 400 programs, including scholarships, internships and fellowships, mentoring, summer enrichment, and curriculum and faculty development programs. Today, UNCF supports more than 50,000 students at over 1,100 colleges and universities nationwide. Its logo features the UNCF torch of educational leadership and its widely recognized trademark, "A mind is a terrible thing to waste."® Learn more at [UNCF.org](https://www.uncf.org) or for continuous updates and news, follow UNCF on X (formerly Twitter) at [@UNCF](https://twitter.com/UNCF).

Key findings in the 2024 HBCU Economic Impact Report include:

- HBCUs generate \$16.5 billion in direct economic impact nationally.
- If they were a company, the nation's HBCUs would place in the top 50 of the nation's Fortune 500 companies in job creation.
- Collectively, 136,048 jobs exist as a result of HBCUs.
- On average, for each job created on campus, 1.5 off-campus jobs exist because of spending related to the institution.
- HBCUs are far more accessible to students and more successful at moving students from the bottom 40% of a country's income distribution to the top 60%, signaling social mobility.
- The 51,269 HBCU graduates in the class of 2021 can expect work-life earnings of \$146 billion, 57% (\$53 billion) more than the \$93 billion they could expect without their degrees or certificates.

About Shaw University

Founded in 1865, Shaw University is a leading Historically Black College and University (HBCU) committed to providing an exceptional education that fosters academic achievement, leadership, and social justice. Located in Raleigh, NC, Shaw University is the first HBCU in North Carolina, among the oldest in the nation, and is a charter member of UNCF.

As a UNCF member institution, Shaw University is tasked to conduct an annual UNCF campaign to encompass Durham, Sampson, and Wake Counties yearly. The funds raised during this event will directly support scholarships for deserving students, enabling them to pursue higher education and achieve their dreams. We are confident that with your support, this event will reach new heights of success, ensuring that our efforts continue to make a significant difference in the lives of countless individuals.

Funds raised from this event will support scholarships to deserving college students.

For more information contact us at 919-546-8564 or dianne.pledger@shawu.edu



For more information about sponsorship opportunities or to purchase tables or tickets, click the QR code or, contact Dianne Pledger, in the Office of Institutional Advancement at 919-546-8564 or email dianne.pledger@shawu.edu.



February 5th, 2025

Dear Community Members,

It is with great pride and enthusiasm that I lend my support to the inaugural **UNCF Durham Mayor's Scholarship Ball**, an event aimed at raising funds to support scholarships for deserving students, enabling them to pursue higher education. This gathering marks a significant milestone in both our community's history and the continuing legacy of education for young scholars in Durham and across the Triangle.

As Mayor of Durham, I have seen firsthand the transformative power of education and the positive impact it has on our youth and our city. The United Negro College Fund (UNCF) has long been a leading force in supporting higher education for African American students across the country, and Shaw University has consistently been a pillar of excellence and community in our own backyard. The funds raised through this event will provide deserving students with the resources they need to pursue their academic dreams and become the leaders of tomorrow.

This prestigious event will take place on **Saturday, May 31, 2025, 6 p.m.** at the Durham Convention Center, and it promises to be an unforgettable evening of inspiration, celebration, and philanthropy.

The UNCF Durham Mayor's Scholarship Ball not only highlights the importance of investing in our youth but also reinforces the spirit of collaboration and care within our community. It is through events like this that we build a brighter, more equitable future.

I encourage all residents and supporters to join in making this event a success, as it will have a lasting, positive impact on the students at Shaw University and beyond. Together, we can ensure that the next generation has the tools they need to thrive.

Thank you for your commitment to this vital cause.

In Service and Gratitude,

Leonardo Williams

Mayor

INAUGURAL DURHAM UNCF

Mayor's Scholarship Ball

Sponsorship Commitment Form

Please Indicate Your Sponsorship Commitment Level:

- ☐ Mayor's Presenting Sponsor \$25,000
- ☐ Mayor's Champion Sponsor \$15,000
- ☐ HBCU Legacy Sponsor \$10,000
- ☐ Building Futures Sponsor \$5,000
- ☐ Friend of UNCF Sponsor \$2,500
- ☐ Table Sponsor: \$1,750 until 4/15/25 (SOLD OUT)
- ☐ Table Sponsor: \$2,000 after 4/15/25
- ☐ NO, I/We are not interested in sponsorship.
However, I/we would like to make the following donation for the event: \$ _____

To pay by credit card go to:

Purchase
ticket/table/sponsorship at
<https://shorturl.at/ajrB2>

Please remit payment by
April 30, 2025, to:
Shaw University
Institutional Advancement
Attn: UNCF
118 E. South Street
Raleigh, NC 27601

Contact Information:

Company Name/Organization

Contact Person

Phone

Email

Mailing Address

City

State

Zipcode