



DAY & NIGHT OF CARING

FRIDAY, SEPTEMBER 15, 2017

This is **Day & Night of Caring** with the opportunity to show the rest of the country what caring can look like, Seattle style. **There are three components:**

VOLUNTEER

Sign on as a team leader, Sign up for a team with your co-workers, or Join as an individual

Sign on as a team leader and recruit from your personal network or at your company, sign up for a team with your co-workers or join as an individual. On Friday September 15th, Seattle-area residents will be at over 300 nonprofits offering volunteer labor.



FUNDRAISE

Set goals in your office using our online toolkit and encourage your co-workers to donate.

Not everyone can volunteer but everyone can still contribute, even those who stay behind and keep the office humming while co-workers make the world a better place! We make it easy to participate in the Day of Caring fundraising effort with our **online toolkit**. Join with your volunteer team in setting a dollar goal to raise funds. You can choose to direct the dollars to ending homelessness, making families financially stable or helping students graduate by providing much-needed funds for early learning programs or to put disconnected youth back on a path to education and meaningful employment.

CELEBRATE

Join the festivities at Safeco Field.

Celebrate at Safeco Field with a Night Out for Caring. No one will want to miss the fun: local celebrities, music, celebrity chef cooking demos, specialty cocktails and more. For companies and organizations, this is a great place to see and be seen. For Individuals, participation in Day of Caring projects or fund raising is their ticket in. VIP experience for outstanding fund raising efforts. All evening long, we will be celebrating the Seattle spirit—**giving, volunteering and CARING!**



PUT YOUR COMPANY FRONT AND CENTER

#DayofCaringKC 400+ projects county-wide 13,000+ volunteers

United Way of King County



NIGHT OUT FOR CARING

SEPTEMBER 15
SAFECO FIELD

Showcases Seattle
companies &
organizations

Helps the issues
people care about

Is shareable!
#DayofCaringKC

Promotion of the Event

Advertising

- **Outdoor:** Billboard and transit signs
- **Digital:** including Google Ads with 500,000+ impressions
- **Broadcast:** 3 weeks prior to event to include paid radio & issue-based PSAs

United Way of King County online promotion

- **21,000+ unique web site visitors** each month

Social Media

- **25,000 followers** on Facebook
- **7,000+ followers** on Twitter

Email

- LIVE UNITED emails – **90,000+ subscribers**
- Young professionals group (Emerging Leaders) email = **6,500+ members**

And more...

- **Targeted Outreach** to new Seattle Area residents
- **10,000+ t-shirts** worn around the community
- **100,000+ friend-of-a-friend impressions**

Enhanced experience for your team

- The **Night Out for Caring** is **Sept. 15 at Safeco Field** and your whole team's invited.

SPONSORSHIP LEVELS

SPONSORSHIP BENEFITS		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$2,500
Outdoor Advertising		4 weeks	2 weeks				
Broadcast Advertising		2 weeks 75+ spots	1 week 25+ spots				
Digital Advertising		2 weeks 2M impressions	1 week 500K impressions				
Match Donations to 1 of the 4 funding priorities		✓					
FISHER PAVILION EXPO REGISTRATION PARTY (300 ATTENDEES)	2 minutes at podium	✓					
	Giveaway prize from stage	✓	✓	✓			
	Signage	✓	✓	✓	✓		
	Swag opportunity	✓	✓	✓	✓	✓	✓
NIGHT OUT FOR CARING AT SAFECO FIELD (2,000 ATTENDEES)	Speaking opportunity	✓					
	Exclusive sponsorship of VIP Room available	●					
	Exclusive sponsorship of Party in the Pen available	●	●				
	Giveaway prize from podium	✓	✓	✓			
	Special Logo placement on Mariners Vision photo booth experience	✓	✓	✓	✓		
	In-stadium signage, including Mariners vision	✓	✓	✓	✓	✓	Company name
LOGO REPRESENTATION ON	Save-the-date distributed to all volunteers	✓	✓	✓			
	Posters distributed at coffee shops county-wide	✓	✓	✓	✓		
	First pick of volunteer projects	✓	✓	✓	✓	✓	✓
	Flyers distributed at companies	✓	✓	✓	✓	✓	
	All email event communication	✓	✓	✓	✓	✓	
	T-shirts (10,000)	✓	✓	✓	✓	✓	
	Web site (21,000+ unique visitors)	✓	✓	✓	✓	✓	Company name
	Social media shout-outs	✓	✓	✓	✓	✓	
	Included in press release	✓	✓	✓	✓	✓	

Thank you to last year's sponsors. United Way of King County depends on sponsors to underwrite Day of Caring each year so we can continue to build a community where people have homes, students graduate and families are financially stable. Please help us reach our goal in 2017.

United Way of King County is a 501©3 nonprofit organization. The charitable contribution of this sponsorship is the total price less the fair market value.