



# DAY OF CARING



## Day of Caring

Fall 2019

### BACKGROUND

Day of Caring demonstrates the power generated by businesses and nonprofits working together to make a significant and lasting difference in our community. United Way equips more than 10,500 volunteers to dig in and get their hands dirty, benefiting 225 nonprofits at projects all across King County, making it the largest volunteer event in the state.

### OPPORTUNITY

As a sponsor of Day of Caring join thousands of people out in our community at hundreds of projects giving back and making King County a better place to call home... for everyone. This event is your opportunity to show the rest of the country what caring can look like, Seattle style! Last year Day of Caring volunteers completed 370 projects and donated over \$100,800 worth of volunteer labor.

## Promotion of the Event

### United Way of King County online promotion

- 18,000+ unique web site visitors each month

### Social Media

- 27,000+ followers on Facebook
- 8,200+ followers on Twitter
- 1,500+ followers on Instagram

### Email

- LIVE UNITED emails – 97,000+ subscribers
- Young Professionals group (Emerging Leaders) email = 8,500+ members

### And More...

- 5,000+ t-shirts worn around the community with your logo

**DAY OF CARING** is the opportunity to volunteer and make a lasting impact in our community. This event offers companies a wide range of partnership opportunities:

### INVESTMENT IMPACT

- Provide support to over 225 nonprofit organizations that benefit from Day of Caring projects.

### EMPLOYEE ENGAGEMENT

- Volunteer at one of the over 225 projects out in the community during the day.
- Plan education for your staff (i.e. Lunch & Learns) or share meaningful human services information in internal publications.

### BRAND LIFT

- By sponsoring Day of Caring, you show that your company supports the community by encouraging and supporting volunteerism.
- Trend all day long on social media!
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.

**THIS IS YOUR CITY. MAKE IT SHINE.**

## Sponsorship Levels

SPONSORSHIP BENEFITS	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Included in Day of Caring Press Release	✓	✓				
Social Media Shoutouts	✓	✓	✓			
Save-the-date email distributed to all past volunteers	✓	✓	✓			
Posters distributed at coffee shops and companies countywide	✓	✓	✓	✓		
All email event communication	✓	✓	✓	✓	✓	
T-shirts (5,000+)	✓	✓	✓	✓	✓	
First pick of volunteer projects	✓	✓	✓	✓	✓	✓
Logo on UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓	✓	✓	Name only

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or [aanderson@uwkc.org](mailto:aanderson@uwkc.org).



**PUT YOUR COMPANY FRONT AND CENTER**

#DayofCaringKC

225 projects county-wide

10,500+ volunteers