



SPONSORSHIP OPPORTUNITY

Emerging Leaders



Emerging Leaders Program

Individual Event Sponsorship

BACKGROUND

Emerging Leaders is United Way of King County's group for people in their 20s and 30s who are interested in making a real difference in our community. We offer ways for young professionals to give back through group volunteering projects, networking events with peers, and hearing from Seattle's community and business leaders. We have more than 8,500 young professionals signed up as Emerging Leaders and are rapidly growing our numbers.

In 2017, Emerging Leaders worked over 1,918 volunteer hours at 50+ projects throughout the community and donated \$350,000 dollars to United Way to ensure people have homes, students graduate and families are financially stable. Emerging Leaders know it takes time and money to truly make a difference, and they're joining together to make sure they have a lasting impact.

OPPORTUNITY

We offer several ways for companies to connect with Seattle's young professionals. Collaborating with Emerging Leaders at events is a great way to get your brand in front of this influential audience. We also offer opportunities for young professionals at your workplace to connect with their local community and peers, fostering employee engagement and retention.

SPONSORSHIP BENEFITS

Individual Event Sponsorship – \$5,000

- Host or Sponsor a networking event for up to 100 people at your company or off-site location:
 - Speaking opportunity at event
 - Opportunity to give out company swag and/or materials at event
 - Recognition on all event communication
 - Social media shoutouts
- Connect with an issue that is important to your company.
- Put your brand/company in front of a very influential audience of young professionals.
- Opportunity to feature your company or product in the Emerging Leader newsletter.

Complete quarter sponsorship opportunities are also available.

For more information on these opportunities or customizations to better fit your organization, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.5020 or aanderson@uwkc.org.

EMERGING LEADERS know it takes time and money to truly make a difference, and they're joining together to make sure they have a lasting impact on the community! This influential group offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Help mentor King County's young leaders and philanthropists.
- Get your brand in front of a prominent and influential audience.

EMPLOYEE ENGAGEMENT

- Help foster employee engagement and retention by having your millennial employees sign up as Emerging Leaders.
- Plan education for your staff (i.e. Lunch & Learns) or hold a speaker series that addresses important social responsibility topics.
- Volunteer at Emerging Leader group volunteer projects.

BRAND LIFT

- By sponsoring an Emerging Leaders event, you signal to the community that your company believes in fostering young professionals and helping mentor the next generation philanthropists.
- Your company can receive significant recognition in advertising and marketing materials and will be highlighted at a sponsored event.

18,000 unique website visitors each month

27,000+ likes

8,200+ followers

1,300+ followers