

BACKGROUND

Emerging Leaders 365 is United Way of King County’s group of over 10,000 young professionals who are passionate about making a difference in our community. Each month, the group is out and about in the community—rolling up their sleeves at volunteering projects, building connections at issue-based networking events and connecting with local leaders who care about philanthropy and giving back as much as they do. Emerging Leaders 365 donors know that their \$1/day contribution to United Way helps build a community where people have homes, students graduate and families are financially stable.



EMERGING LEADERS 365 PROGRAM BENEFITS

Put your brand front and center to **over 10,000 young professionals** in the Emerging Leaders 365 giving community at United Way of King County!

Reach **over 40k social media followers** through United Way of King County.



There is power when we all come together to make a collective impact. Your company match goes a lot further when paired with Emerging Leaders 365 fundraising.

Get your products and services in the hands of today’s influencers with giveaways to enhance your marketing efforts.

Your logo reaches **over 25k unique users** a month and is paired with images of young professionals hard at work.

Fact:

56% of millennials and 47% of Gen Z are more likely to support companies that speak out against injustices and value positive impact on society.

-Forbes & Zenefits

“Social Responsibility means paying it forward and helping our neighbors who need it most. It is a privilege to work for a company that puts others first and empowers its employees to do the same.”

—**Collin Noble**

Product Marketing Manager, Microsoft | Emerging Leaders 365 Committee Member

Emerging Leaders 365 members are looking for ways to get involved and ways to grow their careers. The Emerging Leaders 365 programming offers these opportunities and now you can too!

- **Happy Hour & Hellos**—Networking events attract new Emerging Leaders 365 members each year with an average of **450 attendees** annually. Host an event in your space or sponsor food & beverages at a community-based business.
- **Speaker Series**—Local business leaders discuss career and philanthropy at these intimate events, inspiring young professionals. Uplift the next generation by sponsoring this event.
- **Volunteering**—Your employees gain a personal invite to volunteer opportunities with local nonprofits through our Emerging Leaders 365 programming.



“ I support United Way of King County because I appreciate how thoughtfully their programs are constructed to provide support to marginalized members of our community how, where and when they need it.”

—Geni Venable

Nordstrom | Emerging Leaders 365 Committee Member

Partnership Benefits	Impact Sponsor \$25,000	Leadership Sponsor \$10,000	Career Sponsor \$5,000	Community Sponsor \$2,500
Company match during an Emerging Leaders 365 peer-to-peer fundraising campaign	✓			
Recognition at one Happy Hour & Hellos event (Incl. optional hosting opportunities, event signage and logo on event page and invites)	✓	✓		
Volunteer opportunities for your employees	✓	✓		
Early access for your employees to register for select Emerging Leaders 365 events	✓	✓	✓	
Recognition at one Emerging Leaders 365 Speaker Series event during the year	✓	✓	✓	
Monthly company recognition in Emerging Leaders 365 newsletters, emails, social media posts, events, etc.	3 months	2 months	2 months	1 month
Opportunity to offer product giveaways, discounts or swag to the Emerging Leaders 365 audience to promote your company's products/services	✓	✓	✓	✓

We'd love to hear from you about your interest in becoming a quarterly sponsor or other ways you would like to support the Emerging Leaders 365 program. Please contact your corporate relations officer or James Modie at 206.461.4515 or jmodie@uwkc.org.