



## SPONSORSHIP OPPORTUNITY

### Day & Night of Caring

September 14 & 21, 2018

#### BACKGROUND

Day of Caring is the largest volunteer event in the state. United Way equips more than 13,000 volunteers to dig in and get their hands dirty, benefiting 250+ nonprofits at projects all across King County. After a hard day's work, volunteers will celebrate at the Night Out for Caring event at Safeco Field. They will be joined by other community-minded people for an unforgettable evening of fun and fundraising. Event attendees will have access to the bullpen, dugouts, warning track and walking the bases. There will be incredible food from Ethan Stowell Restaurants, local celebrity appearances and much more!

#### OPPORTUNITY

As a sponsor of Day & Night of Caring, you'll make our city shine all day long and into the night too. This event is your opportunity to show the rest of the country what caring can look like, Seattle style!

### 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

- **18,000+ 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

### Enhanced experience for your team

- The **Night Out for Caring** is **Sept. 2018 at Safeco Field** and your whole team's invited.

**DAY & NIGHT OF CARING** is the opportunity to volunteer, fundraise and celebrate like no other community can. This event offers companies a wide range of partnership opportunities:

#### INVESTMENT IMPACT

- Provide support to over 250 nonprofit organizations that benefit from Day of Caring projects.

#### EMPLOYEE ENGAGEMENT

- Volunteer at one of the over 430 projects out in the community during the day.
- Come celebrate at SafeCo Field for Night Out for Caring.

#### BRAND LIFT

- By sponsoring Day & Night of Caring, you show that your company supports the community by volunteering and promoting philanthropy.
- 13,000+ volunteers across King County will be wearing your company logo.
- Trend all day long!
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.



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SPONSORSHIP BENEFITS		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Digital Advertising		2M impressions	500K impressions				
Outdoor Advertising		4 weeks	4 weeks				
Social media shoutouts		✓	✓	✓			
NIGHT OUT FOR CARING AT SAFECO FIELD	Speaking Opportunity	✓					
	Exclusive sponsorship of VIP Room available	✓					
	Giveaway prize from podium	✓	✓	✓			
	Special logo placement on Mariner's Vision	✓	✓	✓	✓		
	In-stadium signage, including Mariners Vision	✓	✓	✓	✓	✓	Company name
DAY OF CARING IN THE COMMUNITY (Logo representation on)	Included in press release	✓	✓	✓			
	Save-the-date email distributed to all volunteers	✓	✓	✓			
	Posters distributed at coffee shops countywide	✓	✓	✓	✓	✓	
	First pick of volunteer projects	✓	✓	✓	✓	✓	✓
	Posters and postcards distributed at companies	✓	✓	✓	✓	✓	
	All email event communication (excluding Save the Date)	✓	✓	✓	✓	✓	
	T-shirts (11,000)	✓	✓	✓	✓	✓	
	UWKC Website (18,000 unique visitors monthly)	✓	✓	✓	✓	✓	Company name

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or [cbates@uwkc.org](mailto:cbates@uwkc.org).