

LIVE UNITED



SPONSORSHIP OPPORTUNITY



United Way of King County Martin Luther King Day of National Service January 15, 2018

■ **Background:** On this National Day of Service, United Way of King County will be one of the region’s prime organizers of volunteer projects. The day offers a rewarding way for families, friends, neighbors and colleagues to make a lasting impact on the community. Volunteer opportunities vary, for example sorting donations at a food bank, sprucing up a day care center, or painting rooms at a homeless shelter. In 2017, **2,800** volunteers completed over **138** projects throughout King County equaling over **11,200** volunteer hours.

■ **Opportunity:** Align with United Way of King County through financial sponsorship and receive significant recognition on materials before, during and after the day.

Sponsorship Benefit	All-Hands \$25,000	Contributing \$10,000	Supporting \$5,000
Exclusive logo placement on transit ads (4 weeks)	✓		
Volunteer spots – guaranteed at the project of your choice	✓	✓	
Social Media Shout-outs	✓	✓	
Name featured in a Martin Luther King Day of National Service press release	✓	✓	
Logo representation in/on:			
• T-shirts (1,200)	✓	✓	✓
• Postcards — 550 dispersed throughout King County with an emphasis in the University of Washington and Seattle University campuses	✓	✓	✓
• Posters — 500 placed throughout King County with an emphasis on the University of Washington and Seattle University campuses	✓	✓	✓
• E-vite — sent to over 80,000 subscribers to United Way’s e-newsletters	✓	✓	✓
Company name and logo on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at cbates@uwkc.org

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.