



Eat, Drink & Be Generous

Rebuilding Community through Good Food & Generosity

CORPORATE PARTNERSHIP OPPORTUNITY



Together with our donors and partners, we're working every day to continue to rebuild our community in Seattle and King County in the wake of the COVID-19 crisis. This series of events is centered around good food and raising money to support the community. This is a great opportunity to help our most vulnerable neighbors get back on their feet while also lifting up our local restaurants.

Last year, as all events shifted to virtual, we set out to make this series different from the rest. With United Way's added emphasis on racial equity, we made it our mission for these events to feature and promote Seattle's BIPOC-owned restaurants & Chefs, and we did just that! This series of events brought in over **880** attendees and, with the support of our corporate partners, we were able to raise around **\$1.6M** that went directly towards United Way's [Community Relief Fund](#).

Going into Fall 2021, we are planning three virtual events that will feature great food, robust discussion, and a hands-on cooking demo from our featured Chefs (think tamale-making and pizza-making!). Meal kits will be supplied by local restaurants and available for guests to pick up the night of the event. We also plan to have three public in-person events in Spring 2022.

As a great brand-building opportunity, partnering with us on these events is an effective way to show your commitment to supporting local BIPOC Chefs & restaurants and rebuilding our community. Your sponsorship dollars will make these events possible—and ensure that ticket prices and dollars raised go directly to helping communities of color who, due to systemic racism, have been disproportionately impacted by the pandemic. All dollars raised from ticket prices and donations will continue to support United Way's [Community Relief Fund](#).

PROMOTION OF THE EVENT

- **38,700+** monthly website visitors
- **41,800+** social media followers
- **100,000+** email subscribers
- **11,200+** young professionals
- Robust advertising & promotion plan
- Promotion through restaurants/Chefs

FEATURED CHEFS/RESTAURANTS

- Ethan Stowell – Ethan Stowell Restaurants
- Manny Chao – Georgetown Brewing Co.
- Preeti Agarwal – Meesha
- Dennis Ramey – Frelard Tamales
- Osbaldo Hernandez – Frelard Tamales
- Special appearance by Brooke Fox (MOVIN 92.5)

**Together, we're excited to rebuild community through good food and generosity.
We hope you'll join us!**

SPONSORSHIP LEVELS

SPONSORSHIP BENEFIT	TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Company mention through digital ads	✓				
Virtual speaking opportunity at one event of your choice	✓				
Verbal recognition during event	✓	✓			
Recognition in two newsletters to our giving communities (10,000+ donors) promoting the events	✓	✓			
Complimentary virtual cooking event for up to 50 employees with one of our chef partners	✓	✓	✓		
Highlight of your company on social media platforms <i>(view Appendix A for details)</i>	Level 1	Level 2	Level 2	Level 3	
Logo recognition on Zoom slide and/or printed signage	✓	✓	✓	✓	✓
Company logo featured on email communications pre- and post-event	✓	✓	✓	✓	✓
Company logo recognition on Eventbrite registration page	✓	✓	✓	✓	✓
Year-round logo presence on website	✓	✓	✓	✓	✓

WANT TO LEARN MORE?

We'd love to talk with you to customize an experience that works for you. Please contact James Modie at jmodie@uwkc.org or 206.659.1047.

Appendix A – Social Media Recognition

LEVEL 1 BENEFITS	
<ul style="list-style-type: none"> Option to connect with our Social Media Strategist to create a personalized social media plan Individual posts on all 4 of UWKC's platforms: Facebook, Instagram, Twitter & LinkedIn <ul style="list-style-type: none"> Variety of posts, including stories Option to send us a content link to include in posts Company logo added to event promotional video 	
LEVEL 2 BENEFITS	LEVEL 3 BENEFITS
<ul style="list-style-type: none"> Individual post on Facebook 2 additional posts on preferred platform(s) 	<ul style="list-style-type: none"> Individual post of Facebook 1 additional post on preferred platform