



DAY OF CARING



Day of Caring

September 14, 2018

BACKGROUND

Day of Caring demonstrates the power generated by businesses and nonprofits working together to make a significant and lasting difference in our community. 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, making it the largest volunteer event in the state.

OPPORTUNITY

As a sponsor of Day of Caring, you'll make our city shine all day long. This event is your opportunity to show the rest of the country what caring can look like, Seattle style! As a sponsor of Day of Caring you will also receive recognition at **Night Out for Caring** at Safeco Field on September 21.

Promotion of the Event

United Way of King County online promotion

- 18,000+ unique web site visitors each month

Social Media

- 26,000+ followers on Facebook
- 8,100+ followers on Twitter
- 1,200+ followers on Instagram

Email

- LIVE UNITED emails – 97,000+ subscribers
- Young Professionals group (Emerging Leaders) email = 7,400+ members

And More...

- 11,000+ t-shirts worn around the community

THIS IS YOUR CITY. MAKE IT SHINE.

DAY OF CARING is the opportunity to volunteer and make a lasting impact in our community. 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.
- Thank your employees by coming to celebrate at Safeco Field for Night Out for Caring on September 21.

BRAND LIFT

- By sponsoring Day of Caring, you show that your company supports the community by encouraging and supporting volunteerism.
- 13,000+ volunteers across King County will be wearing your company logo.
- Trend all day long on social media!
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event at both Day of Caring and Night Out for Caring on September 21.

Sponsorship Levels

| SPONSORSHIP BENEFITS | | TITLE \$100,000 | PREMIER \$50,000 | ALL-HANDS \$25,000 | CONTRIBUTING \$10,000 | SUPPORTING \$5,000 | ALLY \$3,000 |
|--|---|--------------------|---------------------|-----------------------|--------------------------|-----------------------|-----------------|
| DAY OF CARING IN THE COMMUNITY (Logo representation on) | Included in press release | ✓ | ✓ | ✓ | | | |
| | Save-the-date email distributed to all volunteers | ✓ | ✓ | ✓ | | | |
| | Social media shoutouts | ✓ | ✓ | ✓ | | | |
| | Posters distributed at coffee shops countywide | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | Posters and postcards distributed at companies | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | All email event communication (excluding Save the Date) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | T-shirts (11,000) | ✓ | ✓ | ✓ | ✓ | ✓ | |
| | First pick of volunteer projects | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| | UWKC Website (18,000 unique visitors monthly) | ✓ | ✓ | ✓ | ✓ | ✓ | Company name |
| NIGHT OUT FOR CARING (At Safeco Field) | Choose gift to donate for in-stadium auction | ✓ | ✓ | ✓ | | | |
| | VIP Ticket Package | 15 tickets | 12 tickets | 10 tickets | 8 tickets | 6 tickets | 4 tickets |
| | Receive a promo code for free admission | 100 tickets | 75 tickets | 50 tickets | 25 tickets | 15 tickets | 10 tickets |
| | In-stadium signage, including Mariners Vision | ✓ | ✓ | ✓ | ✓ | ✓ | 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.



PUT YOUR COMPANY FRONT AND CENTER
 #DayofCaringKC 400+ projects county-wide 13,000+ volunteers