



## 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. Despite COVID-19 we have continued getting together and have pivoted to successful virtual events. 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. These dollars are even more critical as COVID-19 continues and there is an increased need for food and rental assistance.

## QUARTERLY SPONSORSHIP—\$15,000

Get in front of this engaged group of young philanthropists and future leaders as a quarterly sponsor.

Sponsorship details:

- **Branding.** Recognition on all online and printed materials for the program that quarter. Includes website (more than 25,000 unique users each month), twice a month newsletter to 10,000+ subscribers and invitations to events and volunteer projects.
- **Employee engagement.** Two exclusive community engagement opportunities for your employees ranging from group volunteering projects, educational lunch-and-learn with impact speakers, or a deep-dive, multi-day Connect for Good opportunity hosted for your company around a particular issue.
- **Event recognition.** Speaking opportunity at an onsite or virtual networking event for 100+ attendees with your corporate logo on all event signage.
- **Social media.** Monthly shout-outs on Facebook, LinkedIn, Twitter and Instagram, as well as a blog post recognizing your company's support for the community.
- **Giveaways.** Opportunity to offer product giveaways, discounts or swag to the Emerging Leaders 365 audience to promote your products and services.
- **Employee perks.** Free tickets to Emerging Leaders 365 events that quarter for your employees.

***“WE ALL HAVE A RESPONSIBILITY TO PAY IT FORWARD AND HELP LIFT UP OUR NEIGHBORS. I FEEL PRIVILEGED TO WORK FOR A COMPANY THAT HOLDS ITSELF ACCOUNTABLE AND EMPOWERS ITS EMPLOYEES TO DO THE SAME.”***

***— Charles Taylor • Product Manager, Microsoft • Co-chair, Microsoft Emerging Leaders Committee***

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](mailto:jmodie@uwkc.org).

**25,000** unique website visitors each month

**27,000+**  likes

**8,200+**  followers

**2,000+**  followers