



MLK JR. DAY

SPONSORSHIP OPPORTUNITY



COMMITTED TO A JUST RECOVERY – HONORING MLK JR. DAY

Due to the ongoing pandemic, we are continuing to adapt how we honor Dr. Martin Luther King Jr. and his legacy in 2022. There are two ways we're doing this:

Honoring Dr. King through Service

- Many nonprofits in our community need committed, reliable, consistent volunteers to help further their missions throughout the year. Join us on Jan. 18 for an hour to virtually learn from BIPOC-led organizations who are looking for volunteers to mentor and tutor youth. There will also be a select number of volunteer projects available on Jan. 17.

Showing Up for Racial Equity

- Advancing Racial Equity Series—Join us (virtually) on Jan. 19 as we host Clint Smith, author of New York Times instant best seller *How the Word is Passed*, for a conversation on the role that storytelling plays in making sense of our country's history.
- For decades, the Seattle MLK Jr. Organizing Coalition has organized the MLK Day March and many additional activities to honor and continue Dr. King's legacy. We are honored to continue our years-long partnership with them and support their efforts again this year.

We are committed to honoring Dr. King's legacy this year and for years to come. Though these last few years' have been different from the past, we fully expect to return to our tradition of making this day a day of service to honor Dr. Martin Luther King Jr.'s legacy!

INVESTMENT IMPACT

By sponsoring our efforts to honor MLK Day, you show to the community that your company is invested in fighting for greater racial equity. Your support is needed now more than ever when disparities are continuing to grow. We invite you to join us and support the fight!

PROMOTION OF THE EVENT

Your company name and/or logo will be viewed by/be included in communications for:

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

SPONSORSHIP LEVELS

SPONSORSHIP BENEFITS	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Name featured in a Martin Luther King Day Jr. press release	✓			
Company mention in post-event blog post	✓			
Verbal recognition during <i>Advancing Racial Equity</i> virtual event	✓	✓		
Volunteer spots at a project of your choosing	✓	✓		
Highlight of your company on United Way's social media platforms (view Appendix A for details)	Level 1	Level 2		
Select number of tickets to <i>Advancing Racial Equity</i> event	✓	✓	✓	
Company logo featured in newsletters to United Way's giving communities	✓	✓	✓	✓
Year-round logo presence on United Way of King County's 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 United Way'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
<ul style="list-style-type: none"> • Individual post on Facebook • Two additional posts on preferred platform(s)