



# NIGHT OUT FOR CARING



## Night Out for Caring—Party With a Purpose at Safeco Field

### BACKGROUND

Night Out for Caring is an event designed to help people in our community discover new ways to make a difference and maximize their ability to do good within our city. Whether someone is new to town or just looking for a new way to have fun and give back, Night Out for Caring is the place to be.

In 2018, company sponsors and 1,800 of our newest friends attended Night Out for Caring at Safeco Field and raised nearly \$600,000 for early childhood education! In addition to raising a ton of money for kids in King County, there was so much fun to be had! Whether attendees were taking selfies with Stormtroopers or the Mainers Moose, eating delicious food from Ethan Stowell Restaurants, singing karaoke in Macklemore's Cadillac or wrapping up books to donate to a local kid; this was definitely the party of the year!

We had so much fun at last year's event and can't wait to do it again next year!

### OPPORTUNITY

As a sponsor of Night Out for Caring, you will have the opportunity to *party with a purpose*! Join 2,000 community-minded Seattleites at Night Out for Caring at Safeco Field for an unforgettable evening. All proceeds raised will go toward a key United Way pillar—ending homelessness, breaking the cycle of poverty and helping students graduate.

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## GET YOUR COMPANY IN FRONT OF THOUSANDS OF INFLUENTIAL EVENT ATTENDEES!

### Showcase Your Company

- Branding opportunities at exclusive areas throughout the stadium (i.e. Walk the Bases, VIP Area, M's Batting Cages and more...)
- Speaking opportunity during event program
- Transit, billboard, broadcast and print advertising opportunities available

### Make an Impact

- Last year's event raised almost \$600,000 for early childhood education, ensuring that when kids enter Kindergarten, they're set up for success and ready to learn. What impact will your support have this year?
- Be a part of promoting and encouraging the next generation of philanthropists in Seattle.

### NIGHT OUT FOR CARING

is the opportunity to *party with a purpose* like no other city can. This event offers companies a wide range of partnership opportunities:

### INVESTMENT IMPACT

- With your support of Night Out for Caring you will help raise money for a key community issue including ending homelessness, breaking the cycle of poverty and helping students graduate.
- Be a part of promoting and encouraging the next generation of philanthropists in Seattle.

### EMPLOYEE ENGAGEMENT

- Encourage your employees to attend Night Out of Caring and show them what it means to "live and give" in Seattle.
- Grab your employees and volunteer at one of several United Way volunteer opportunities throughout the year.

### BRAND LIFT

- Trend all night long on social media!
- Have access to more than 2,000 influential event attendees (primarily in their 20s and 30s).
- Receive significant recognition in advertising and outreach materials before, during and after the event.

# Sponsorship Levels

SPONSORSHIP BENEFITS		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Speaking opportunity at event		✓					
Included in media press release		✓	✓				
Transit advertising		4 weeks	4 weeks				
Opportunity to participate in select activities and/or games		✓	✓				
Print & digital advertising		✓	✓	✓			
Exclusive brand placement at event (i.e. VIP area, walk the bases activity, etc.)		✓	✓	✓			
Social media shoutouts		✓	✓	✓			
Provide an item for in-stadium silent auction		✓	✓	✓	✓		
Receive free general admission for a select number of employees		100 tickets	75 tickets	50 tickets	50 tickets	25 tickets	25 tickets
Complimentary VIP tickets		20 tickets	15 tickets	10 tickets	10 tickets	5 tickets	5 tickets
LOGO REPRESENTATION ON	Promotional posters distributed to local businesses throughout King County	✓	✓	✓	✓		
	All event email communications	✓	✓	✓	✓	✓	
	In-stadium signage, including Mariners Vision	✓	✓	✓	✓	✓	Company name
	UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓	✓	✓	Company name

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or [aanderson@uwkc.org](mailto:aanderson@uwkc.org).



**PUT YOUR COMPANY FRONT AND CENTER**

#SeattlesNightOut

2,000 attendees

Raise money for key community issues