



NIGHT OUT FOR CARING



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

Sept. 21, 2018

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.

At Night Out for Caring, guests will be able to engage with agencies and individuals who are making a positive impact in Seattle and learn how they can get more involved. Attendees will also have behind-the-scenes access to Safeco Field, including access to the dugouts and warning track and walking the bases! There will be incredible food from Ethan Stowell Restaurants, local celebrity appearances, games and much more!

OPPORTUNITY

As a sponsor of Night Out for Caring, you will have the opportunity to *party with a purpose*! Join 3,000 community-minded Seattleites at Night Out for Caring at Safeco Field for an unforgettable evening. All proceeds raised at the event will go toward early learning programs, ensuring that when kids enter kindergarten, they're set up for success and ready to learn. In 2018, United Way has helped more than 1,300 children get ready for school through the Parent-Child Home Program (PCHP). With your support at Night Out for Caring, you can help exceed this number in 2019!

Exclusive Sponsorship Opportunities

Parent-Child Home Program (PCHP) Bookstore

Pick out your favorite childhood books and donate them to a PCHP family.

A bookstore will be set up at Safeco Field, and event attendees can purchase and package their favorite childhood books and donate them to a PCHP family. These books will be used to help kids sharpen their school-readiness skills so that they are ready to enter kindergarten.

Macklemore Caddie Car-E-okee

Come sing karaoke in Macklemore's Cadillac from his White Walls music video.

Select celebrities will kick off this activity with a performance that will be displayed on Mariners Vision and throughout the stadium. Afterward, event attendees will be able to make a donation to take a turn singing their favorite song in the car. They will have their photo taken and printed onsite as part of their donation.

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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

- Be a part of promoting and encouraging the next generation of philanthropists in Seattle and help raise money for early learning programs.

EMPLOYEE ENGAGEMENT

- Show your employees what it means to “live and give” in Seattle by attending Night Out for Caring.
- Volunteer at one of the more than 430 projects out in the community during Day of Caring on Sept. 14.

BRAND LIFT

- Show that your company supports the community by encouraging and promoting philanthropy.
- Trend all night long on social media!
- Have access to more than 3,000 influential event attendees (primarily in their 20s and 30s).
- Receive significant recognition in advertising and outreach materials before, during and after the event. As a bonus, your company will also receive recognition on all Day of Caring materials.

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	✓					
Exclusive Sponsorship Opportunity (i.e. PCHP bookstore, VIP area, Macklemore Car-E-okee, etc.)	✓	✓				
Included in Press Release	✓	✓				
Outdoor Advertising	4 weeks	4 weeks				
Print & Digital Advertising	✓	✓	✓			
Social Media Shoutouts	✓	✓	✓			
Provide an item for in-stadium silent auction	✓	✓	✓	✓		
Promotional Posters distributed to local businesses throughout King County	✓	✓	✓	✓		
All event email communication	✓	✓	✓	✓	✓	
Receive a promo code for free admission for your employees	100 tickets	75 tickets	50 tickets	50 tickets	25 tickets	25 tickets
VIP Ticket Package	20 tickets	15 tickets	10 tickets	10 tickets	5 tickets	5 tickets
In-stadium signage, including Mariners Vision	✓	✓	✓	✓	✓	Company name
Logo on UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓	✓	✓	Name only

As an added bonus, Night Out for Caring sponsors will receive recognition in Day of Caring promotions.
(Recognition will correspond with level of sponsorship)

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.



PUT YOUR COMPANY FRONT AND CENTER

#SeattlesNightOut

3,000+ attendees

Help Raise Money for Kids