



# NIGHT OUT FOR CARING



## Night Out for Caring

September 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. 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.

On September 21, 3,000 community-minded Seattleites will come celebrate at Night Out for Caring at Safeco Field for an unforgettable evening of fun and fundraising. Funds raised from this event will go directly towards early learning programming for King County's children. Event attendees will have access to the bullpen, dugouts and warning track and will also be able to walk the bases. There will be incredible food from some of Seattle's best restaurants, local celebrity appearances, games, and much more!

### OPPORTUNITY

As a sponsor of Night Out for Caring, you will have the opportunity to get your company in front of a whole new generation of philanthropists. Night Out for Caring is your chance to show the rest of the country what caring can look like, Seattle style. As a sponsor of Night Out for Caring you will also receive recognition at **Day of Caring** on September 14.

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## Promotion of the Event

### Advertising

- **Outdoor:** Billboard and transit signs
- **Digital:** including Google Ads with 500,000+ impressions
- **Broadcast:** 3 weeks prior to event to include paid radio & issue-based PSAs

### 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...

- **Targeted Outreach** to new Seattle Area residents

## NIGHT OUT FOR CARING

is the opportunity to fundraise and celebrate like no other community 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.

### EMPLOYEE ENGAGEMENT

- Gather your employees and come celebrate at Safeco Field for Night Out for Caring.
- Volunteer at one of the over 430 projects out in the community during Day of Caring on September 14.

### BRAND LIFT

- By sponsoring Night Out for Caring, you show that your company supports the community by encouraging and promoting philanthropy.
- Trend all night long on social media!
- 13,000+ volunteers across King County will be wearing your company logo during Day of Caring on September 14.
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event at both Night Out for Caring and Day of Caring on September 14.

# Sponsorship Levels

SPONSORSHIP BENEFITS		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
NIGHT OUT FOR CARING AT SAFECO FIELD	Speaking Opportunity	✓					
	Exclusive sponsorship of VIP Room available	✓					
	Digital Advertising	2M impressions	500K impressions				
	Outdoor Advertising	4 weeks	4 weeks				
	Choose gift to donate for in-stadium auction	✓	✓	✓			
	Included in press release	✓	✓	✓			
	Social media shoutouts	✓	✓	✓			
	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
DAY OF CARING (Logo representation on)	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

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](mailto:cbates@uwkc.org).



**DON'T MISS OUT ON AN UNFORGETTABLE NIGHT OF FUN AND FUNDRAISING!**  
**#NightOutforCaringKC** [www.uwkc.org/events/day-of-caring/](http://www.uwkc.org/events/day-of-caring/)