



# SPONSORSHIP OPPORTUNITY

## Emerging Leaders



## Emerging Leaders Program

July 2017 – June 2018

### BACKGROUND

Emerging Leaders is United Way of King County's group for people in their 20s and 30s who are interested in making a real difference in our community. We offer ways for young professionals to give back through group volunteering projects, networking events with peers, and hearing from Seattle's community and business leaders. We have more than 7,000+ young professionals signed up as Emerging Leaders and are rapidly growing our numbers.

### OPPORTUNITY

We offer several ways for companies to connect with Seattle's young professionals. Collaborating with Emerging Leaders events is a great way to get your brand in front of this influential audience. We also offer opportunities for young professionals at your workplace to connect with their local community and peers, fostering employee engagement and retention.

### SPONSORSHIP BENEFITS

#### Community Builder Level - \$10,000

- Host a networking event for 300 people (provide space, food & drinks) –OR–
- Sponsor a networking event for 300 people (UWKC provides space, food & drinks):
  - Opportunity to speak at the event
  - Recognition on all event communication including bi-monthly Emerging Leaders newsletter, website, social media, etc.
- Receive one customized corporate volunteering project for your employees, hosted on-site or off-site and organized by UWKC
- Opportunity to feature your company or product in the Emerging Leader newsletter

#### Contributing Sponsor Level - \$7,500

- Host a networking event for 100 people (provide space, food & drink) –OR–
- Sponsor a networking event for 100 people (UWKC provides space, food & drink)
  - Opportunity to speak at the event
  - Recognition on all event communication including bi-monthly Emerging Leaders newsletter, website, social media, etc.
- Opportunity to feature your company or product in the Emerging Leader newsletter

For more information on these opportunities or customizations to better fit your organization, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or [cbates@uwkc.org](mailto:cbates@uwkc.org).

United Way of King County is a 501(c)(3) nonprofit organization. The charitable contribution of this sponsorship is the total price less the fair market value.

**EMERGING LEADERS** know it takes time and money to truly make a difference, so they're joining together to make an even bigger impact. This program offers companies a wide range of partnership opportunities:

### INVESTMENT IMPACT

- Mentor King County's next generation of young leaders and philanthropists.
- Put your brand in front of a very influential audience.

### EMPLOYEE ENGAGEMENT

- Help foster employee engagement and retention by having your millennial employees sign up as Emerging Leaders.
- Plan education for your staff (i.e. Lunch & Learns) or hold a speaker series that addresses important social responsibility topics.
- Volunteer at Emerging Leader group volunteer projects.

### BRAND LIFT

- By sponsoring the Emerging Leaders program, you signal to the community that your company believes in fostering young professionals and helping to mentor the next generation philanthropists.
- Your company can receive significant recognition in advertising and marketing materials and will be highlighted at a sponsored event.