

EMERGING LEADERS

JUNE 2018

Sponsor Emerging Leader activities for a quarter to be front and center with this group of 8,500+ young professionals. 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. This growing group of young professionals gets involved through group volunteering projects, networking events and giving back to their community.

BENEFITS OF SPONSORSHIP

Access

- Company recruiters or representatives are invited to attend and table at the networking event to get in front of hundreds of potential new team members.
- Gain insights from this group by adding a few questions to our quarterly survey.
- Your company logo swag, company discount and/or other product giveaways to Emerging Leader audiences can be included in e-newsletters or during networking events.



RECOGNITION

- Company logo on:
- Twice-monthly emails to 8,500+ Emerging Leaders
 - Volunteer project listings for the quarter
 - Emerging Leaders website for the quarter
 - Co-branded t-shirts worn by 200+ Emerging Leaders, seen by thousands on social media

Special recognition at one networking event, including a speaking opportunity and company logo on signage

Three monthly shoutouts on Facebook, Twitter, Instagram and LinkedIn

Highlighted as the company matching donations for prospective donors in one direct mail appeal to 80,000+

8,500+ Emerging Leaders



18,000 unique website visitors each month

27,000+ likes

8,200+ followers

1,300+ followers



“Giving back to my community is important to me. I’m proud to work for a company that shares the same values.”

—Ambrose Wallace
Business Program Manager
Microsoft

Employee Engagement

- Three monthly opportunities for employees, including: Lunch and Learn with an impact speaker, deskside volunteer project and a tour of a program directly serving clients.
- Tickets to Emerging Leader events during the quarter for your employees.
- A custom, family-friendly volunteer experience.
- One-sheet flyer highlighting your partnership and community impact with United Way to be used during new employee orientation.
- Talking points to share with your employees so they understand the impact your company is making in our community.

Align your company with the issue area or time of year that matters most:

Quarter	Issue Area	Your Sponsorship Impact
Jan.—Mar.	Breaking the Cycle of Poverty	Help 25 low-income students stay in college with emergency grant assistance.
April—June	Students Graduate: Reconnecting Youth	Ensure six young people complete their education with one-on-one support.
July—Sept.	Students Graduate: Parent-Child Home Program	Provide educational toys and books for 50 low-income families in the Parent-Child Home Program.
Oct.—Dec.	Ending Homelessness	Move 25 people from the street into a permanent home through the Streets to Home program.

Complete quarter sponsorship is available for \$25,000.
Individual Emerging Leaders event sponsorships are also available.



Do you have a unique idea? We’re all ears and want to partner with you to make it happen.

Contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or aanderson@uwkc.org to customize a sponsorship opportunity for your company and employees. We’re game to partner with you to do something special.