



SPONSORSHIP OPPORTUNITY

MLK Day of Service



Martin Luther King Day of National Service

January 21, 2019

BACKGROUND

On this National Day of Service, United Way of King County will be one of the region's prime organizers of volunteer projects. The day offers a rewarding way for families, friends, neighbors and colleagues to make a lasting impact on the community. Volunteer opportunities vary; for example sorting donations at a food bank, sprucing up a day care center, or painting rooms at a homeless shelter. No matter the project, the impact will be lasting!

In 2018, **2,800+** volunteers completed over **147** projects throughout King County equaling over **11,400** volunteer hours.

OPPORTUNITY

Align with United Way of King County through financial sponsorship and receive significant recognition on materials before, during and after the day.

SPONSORSHIP BENEFITS		ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Exclusive logo placement on transit ads (4 weeks)		✓		
Volunteer spots – guaranteed at the project of your choice		✓	✓	
Social media shoutouts		✓	✓	
Name featured in a Martin Luther King Day of National Service press release		✓	✓	
LOGO REPRESENTATION ON	T-shirts (2,000+)	✓	✓	✓
	Postcards – 550 dispersed throughout King County with an emphasis on the University of Washington campus	✓	✓	✓
	Posters – 500 placed throughout King County with an emphasis on the University of Washington campus	✓	✓	✓
	E-vite – sent to over 97,000 subscribers to United Way's e-newsletters	✓	✓	✓
	UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓

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.

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.

MARTIN LUTHER KING DAY OF NATIONAL SERVICE

is a day for members of the community to honor Dr. King's legacy of compassion and service by getting out in the community and volunteering. This event offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Provide services and resources to help make sure people in your community have homes, students graduate and families are financially stable.

EMPLOYEE ENGAGEMENT

- Offer transformative volunteer opportunities for your employees by signing up for volunteer projects throughout the city.

BRAND LIFT

- By sponsoring MLK Day of National Service, you signal to the community that your company supports using your "day off" to volunteer and spread love throughout the community.
- 2,000+ volunteers across King County will be wearing your company logo.
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.