

LIVE UNITED



# SPONSORSHIP OPPORTUNITY



## United Way of King County Day of Caring September 15, 2017

■ **Background:** United Way of King County's Day of Caring demonstrates the power generated by businesses and nonprofits working together to make a significant and lasting difference in our community. Day of Caring connects over 13,000 volunteers from 142 companies, making it the largest single-day mobilization of volunteers in King County. Working in teams on over 400 projects, in 2016 these volunteers contributed more than \$1.8 million in labor to our region's health and human service agencies.

■ **Opportunity:** Align yourself with United Way of King County's Day of Caring. In exchange for your sponsorship, receive significant recognition in materials before, during and after the event.

Sponsorship Benefit	Title Matching \$100,000	Premier \$25,000	Contributing \$10,000	Supporting \$5,000	Ally \$2,500
Exclusive sponsor match recognition advertising: <ul style="list-style-type: none"> <li>Digital: 10 million+ impressions</li> <li>Broadcasting: 50+ spots</li> </ul>	✓				
High visibility at the Volunteer Party on Sept 12, where company representative will have 1-2 minutes at the podium	✓				
Online promotion of sponsor match (3 million + impressions)	✓				
Company representative to give away prizes at pre-event Volunteer Party	✓	✓			
<i>Logo representation in/on:</i>					
• Save-the-Date distributed to volunteers	✓	✓	✓		
• All communication pre- and post-event	✓	✓	✓	✓	
• Posters & Postcards - distributed to companies and throughout King County	✓	✓	✓	✓	
• T-shirts (10,000)	✓	✓	✓	✓	✓
• Signage at the pre-event Volunteer Party	✓	✓	✓	✓	✓
Early access to project registration	✓	✓	✓	✓	✓
Name featured in Day of Caring press release	✓	✓	✓	✓	✓
Company name and logo on <a href="http://www.uwkc.org">www.uwkc.org</a> (18,000 unique website visitors monthly)	✓	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Darryl Brown at [darrylbrown@uwkc.org](mailto:darrylbrown@uwkc.org) or 206.461.5049.

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.