



2017 United Way of King County All-Star Softball Classic: Sponsorship Levels

Spring 2017 at Safeco Field

■ **Helping youth win the battle for their future:** The All-Star Softball Classic shows struggling young people that our community stands with them and will fight for their future. It says to the thousands of King County youth who don't finish high school — and the hundreds who fall into homelessness — that they are needed and valued. It acknowledges that everybody needs a hand in the journey to adulthood, and that we all have a role in helping.

■ **Event details:** The Seattle Mariners and United Way are assembling two softball teams composed of local celebrities, musicians, Mariners Hall-of-Famers and local philanthropists. Last year's teams included MLB legends **Dan Wilson** and **Jay Buhner**, Seattle Seahawk **Jermaine Kearse** and ABC's **The Bachelorette** stars **Desiree Hartsock** and **Chris Siegfried**. Held on a weekend afternoon at Safeco Field, the game is expected to draw a crowd of more than 6,000. The 2016 All-Star Softball Classic raised \$750,000 for United Way's youth programs!

■ **Opportunity:** United Way of King County, in partnership with the Seattle Mariners, will hold the All-Star Softball Classic in 2017. Supporting the game demonstrates your company's commitment to a hopeful future for all our community's young people. Plus it garners considerable exposure for your brand as well as fun, behind-the-scenes opportunities.

Sponsorship Benefits	Title Sponsor	Premier	Contributing	Supporting
	\$100,000 FMV = \$2400	\$50,000 FMV = \$1650	\$25,000 FMV = \$975	\$10,000 FMV = \$450
Top billing for company logo on all event collateral	✓			
Opportunity for company rep to play on a celebrity team	✓	✓		
Company featured as premier sponsor in TV and radio PSAs	✓	✓		
Package of General Admission (GA) + Diamond Club VIP reception tickets	200 GA / 6VIP	100 GA / 6 VIP	75 GA / 4 VIP	50 GA / 2 VIP
Company name featured in event press release	✓	✓	✓	
Special sponsor reception in Owner's Suite during a Mariner's home game (date tbd)	✓	✓	✓	✓
Company logo on event T-shirts	✓	✓	✓	✓
Significant on-field exposure with logo on the MarinersVision scoreboard & and other electronic in-stadium signage	✓	✓	✓	✓
Company name and logo on www.uwkc.org (18,000 unique website visitors monthly)	✓	✓	✓	✓
Acknowledgement in United Way e-publications, pre- and post-event	✓	✓	✓	✓

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



2016 United Way of King County All-Star Softball Classic: Ticket Packages

May 22, 2016 at Safeco Field

■ **Helping youth win the battle for their future:** The All-Star Softball Classic shows struggling young people that our community stands with them and will fight for their future. It says to the thousands of King County youth who don't finish high school — and the hundreds who fall into homelessness — that they are needed and valued. It acknowledges that everybody needs a hand in the journey to adulthood, and that we all have a role in helping.

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■ **Opportunity:** United Way of King County, in partnership with the Seattle Mariners, will hold the All-Star Softball Classic on **May 22, 2016**. Supporting the game demonstrates your company's commitment to a hopeful future for all our community's young people. Plus it garners considerable exposure for your brand as well as fun behind-the-scenes opportunities.

NUMBER OF TICKETS	PACKAGE PRICES	SAVINGS
100	\$1,400	\$100
250	\$3,500	\$250
500	\$7,000	\$500

* Individual tickets are valued at \$15, all handling fees and services charges are waived for purchased ticket packages

**Tickets can be purchased for youth or other non-profits in the area.

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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.



2016 United Way of King County All-Star Softball Classic: Ballpark Experiences Menu

May 22, 2016 at Safeco Field

- **Helping youth win the battle for their future:** The All-Star Softball Classic shows struggling young people that our community stands with them and will fight for their future. It says to the thousands of King County youth who don't finish high school — and the hundreds who fall into homelessness — that they are needed and valued. It acknowledges that everybody needs a hand in the journey to adulthood, and that we all have a role in helping.
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BALLPARK EXPERIENCES MENU- *Stock up!*

▶ **\$25K Sponsor Diamond Club VIP Experience: 1 Company**

It's a win-win! Your company will be recognized as the exclusive sponsor of this VIP reception for celebrity players' families and other influential executives and community members. This event provides you the unique opportunity to mix and mingle during the game while enjoying on-field privileges, upscale catered food, drinks and a view of home plate to watch the game all the while showing your company's support of an important cause.

▶ **\$25K First Pitch: 1 available**

Who doesn't want to throw the first pitch from the mound to Hall-of-Fame catcher Dan Wilson? Get it while you can, this opportunity won't last for long!

▶ **\$10K Safeco Field All-Access Pass: 3 available**

This exclusive opportunity gives you and three additional guests unfettered access to Safeco Field during the game. Do you want to be in the Clubhouse with the players? Done deal! We will also give you VIP Room access, on-field privileges plus an opportunity to meet Tom Hutlyer in the broadcast booth.

▶ **\$10K Sponsor National Anthem: ~~1 Company~~ SOLD!**

Is patriotism a big part of your company culture? Then this opportunity is a perfect fit! You choose two representatives from your company to join a local youth who will be performing the national anthem.



► **\$10K Ball Boy/Girl: ~~2 available~~ 1 available!**

Your company can sponsor two youths (or provide two youths) to assist with the roundup of bats and balls and enjoy being in the dugout with the celebrities during the game.

► **\$10K Bench Coach: 2 available**

Want to be in the dugout, hanging with the celebs and not have the pressure of going up to bat in front of thousands of people? This one's for you!

► **\$10K Volunteer Support: 1 available**

Love softball and volunteering? Get your company involved by helping out at the game. This is an opportunity for your company employees and their families to get behind the scenes at Safeco Field. These special volunteers get to greet high profile players, celebrities and guests as they arrive at the stadium. When you are finished working sit back and watch the rest of the game!

► **\$10K Run Sponsor**

Interested in the double header of recognition? This opportunity allows your company name to be featured on the big screen AND shout-outs by announcer Tom Hutylar each time a run comes across the plate.

► **\$5K Shagging Balls During Batting Practice: ~~2 available~~ 1 available!**

Ever wanted to experience a Field of Dreams moment in a Major League ballpark? Well here is your opportunity. Shag balls during batting practice while both teams warm up.

► **\$5K Celebrity Clubhouse Assistant**

Partner up with Eric Johnson from KOMO TV to greet celebrities in the Seattle Mariners Clubhouse. Mix and mingle with the likes of Dan Wilson, Jay Buhner and other celebrities as they suit up and prepare to go on the field.

► **\$5K Power-Ups**

Choose one from the following two options: The celebrity of your choice will bat with 'gag' batting implements (e.g. broom, pool noodle, etc.) or step in as designated hitter for one of your favorite players and hang out in the dugout for an inning.

► **\$2,500 Interview a Celebrity During the Game**

Imagine you or your child interviewing a Seattle Seahawk or local celebrity. This experience lets you interview a celebrity alongside Angie Mentink, from Root Sports, during the game.

► **\$1,500 Choose the Winning Hydro Boat!**

Are you glued to the screen during innings to guess the winning hydro? Want a competitive edge from your family and friends? You can choose ahead of the game which boat wins the race.

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