



SPONSORSHIP OPPORTUNITY Community Resource Exchange



Community Resource Exchange –

Spring 2020

BACKGROUND

On any given day as many as 11,000 people experience homelessness in King County. United Way's Community Resource Exchange is a chance to rally around our homeless neighbors and -in one day, in one place- provide immediate access to vital services.

At this year's Community Resource Exchange we connected **1,600** people experiencing homelessness to resources and services they need to rebuild their lives. Over **100** service providers offered resources and more than **500** individuals from local companies, including Amazon, Starbucks, AT&T, Farmers Life Insurance and the Seattle Seahawks, pitched in as volunteers.

OPPORTUNITY

Sponsoring the Community Resource Exchange will make an immediate difference in the lives of individuals and families—and show your company's commitment to new ways to solve the homelessness crisis in our community. Connecting people with jobs and ways to grow their income is exactly what is needed to help families get back on their feet. We'll customize a sponsorship experience for you. Your employees will be energized and appreciate the chance to be part of it—and the public will take notice.

OUR CONTINUED FOCUS –

- **More Housing:** United Way [Streets to Home](#) program will have outreach workers on-site to help problem-solve and remove barriers. This will allow for same-day housing placements for some guests. In 2019, 300 people were connected to housing resources on-the-spot.
- **Job Placement:** United Way [Jobs Connect](#) partners will be on-site to connect guests to training, resume services, food handler permits and hiring for on-the-spot job openings. At this year's event, 442 guests submitted job applications or conducted job interviews.
- **Emphasis on Families:** We are continuously expanding the services and resources available that focus on the unique needs of families experiencing homelessness.
- **Changemakers' Rally:** Join elected officials, business leaders and experts on the issue and learn more about the homeless crisis in Seattle and what we can all do to end it. This gathering will have a tight focus on prevention.

COMMUNITY RESOURCE

EXCHANGE is just one way United Way is focused on combatting the homeless crisis for families and individuals living in King County. This event offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Provide more than 1,600 people experiencing homelessness critical services and resources.
- Provide a centralized location for people to receive case management & referrals.
- Connect people to jobs and housing by underwriting *Streets to Home* and *Jobs Connect* program staff at the event.

EMPLOYEE ENGAGEMENT

- Offer transformative volunteer opportunities for your employees at the event.
- Conduct a supply drive at your company.
- Be part of the solution, attend the Changemakers' Rally with community leaders focused on prevention.

BRAND LIFT

- By sponsoring this event, you signal to the community that your company supports solutions on ending the homelessness crisis.
- Co-brand marketing materials promoting the event and your sponsorship in your community or corporate footprint.
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.



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SPONSORSHIP BENEFITS		PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
An invitation for a company representative to speak at the Volunteer Rally		✓			
Company name featured in event press release		✓	✓		
Social media shoutouts		✓	✓		
Choice to sponsor select stations at the Resource Exchange (i.e. Family Center, Streets to Home, Jobs Connect)		✓	✓		
Guaranteed volunteer spots (number to be negotiated with sponsor)		✓	✓	✓	✓
Priority volunteer registration before open to general public		✓	✓	✓	✓
LOGO REPRESENTATION	All email communication pre- and post-event (90,000+ subscribers)	✓	✓	✓	
	Event Poster	✓	✓	✓	
	T-shirts (600)	✓	✓	✓	✓
	Event-day signage and banners	✓	✓	✓	✓
	UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓	✓

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Andrea Anderson at 206.461.3201 or aanderson@uwkc.org.



PUT YOUR COMPANY FRONT AND CENTER

#JoinTheExchange

1,600+ people served

500+ volunteers