



# SPONSORSHIP OPPORTUNITY

## MLK Day of Service



### Martin Luther King Day of Service

January 20, 2020

#### BACKGROUND

On this National Day of Service, United Way of King County is leading the charge of fighting injustice in our community by volunteering. The day offers a rewarding way for families, friends, neighbors and colleagues to make a lasting impact on the community.

In 2019, over **3,100** people volunteered and put in **\$383,000** worth of volunteer labor in order to make King County a more equitable place for everyone. Volunteers completed over **127** projects throughout King County including helping families put food on the table, getting shoes to people experiencing homelessness, empowering refugees, and much more.

#### OPPORTUNITY

Join thousands of volunteers who make MLK Day a day of service, a day to help others and a day to honor Dr. King's legacy by fighting for social justice.

**MARTIN LUTHER KING DAY OF 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

- Your support sets the stage of fighting injustice in our community through volunteerism.

#### 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 Service, you signal to the community that your company supports using your "day off" to volunteer and spread love throughout the community.
- Thousands of 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.

SPONSORSHIP BENEFITS		ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000
Exclusive logo placement on transit ads (4 weeks)		✓		
Social media shoutouts		✓		
Name featured in a Martin Luther King Day of Service press release		✓	✓	
Volunteer spots – guaranteed at the project of your choice		✓	✓	
LOGO RECOGNITION ON	T-shirts (2,000)	✓	✓	✓
	Event posters & postcards	✓	✓	✓
	Volunteer 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 Andrea Anderson at 206.461.3201 or [aanderson@uwkc.org](mailto:aanderson@uwkc.org).



United Way of King County