



Eat, Drink & Be Generous

A Night of Dining, Entertainment and Philanthropy at the Paramount Theatre!

November 14, 2019

BACKGROUND

Eat, Drink & Be Generous is United Way of King County's newest signature event held at the historic Paramount Theatre in downtown Seattle. Enjoy an evening of fun and philanthropy with live entertainment and amazing food from locally acclaimed chef Tom Douglas.

OPPORTUNITY

As a sponsor of *Eat, Drink & Be Generous* you will be joined by hundreds of community-minded Seattleites for a unique and unforgettable evening. All proceeds raised will go towards United Way's signature programs: ending homelessness, helping students graduate and breaking the cycle of poverty.

Promotion of the Event

United Way of King County online promotion

- 24,000+ unique web site visitors each month

Social Media

- 26,700+ followers on Facebook
- 8,300+ followers on Twitter
- 1,600+ followers on Instagram

Email

- LIVE UNITED emails – 97,000+ subscribers
- Young Professionals group (Emerging Leaders) email = 8,500+ members

Advertising

- **Print:** Seattle Met ad (circulation: 50,069 / readership: 278,603)
- **Digital:** including Google Ads with 500,000+ impressions

Eat, Drink & Be Generous is an evening filled with food and fun, all while raising money to tackle the main challenges facing our city! This event offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- With your support of *Eat, Drink & Be Generous* you will help raise money for key community issues like ending homelessness and helping students graduate.

EMPLOYEE ENGAGEMENT

- Fill your table with your company's young leaders.
- Commit to a volunteer experience or a series of volunteer events over the course of a year with your team.
- Plan education for your staff (e.g. Lunch & Learns) or sharing meaningful human services information in internal publications.

BRAND LIFT

- By sponsoring *Eat, Drink & Be Generous*, you signal to the community that your company wants to take the lead on major issues facing our city.
- Your company will receive significant recognition in advertising and outreach materials before the event.
- Brand boost through digital and print event day signage.
- Partner with our Social Media Strategist to elevate your brand on social media platforms including Facebook, Instagram and Twitter.

Sponsorship Levels

SPONSORSHIP BENEFIT		TITLE \$100,000 FMV = \$700	PREMIER \$50,000 FMV = \$700	ALL-HANDS \$25,000 FMV = \$700	CONTRIBUTING \$10,000 FMV = \$350	SUPPORTING \$5,000 FMV = \$350	ALLY \$3,000 FMV = \$350
Table(s): 10 seats per table, location based on sponsorship level.		✓ (2)	✓ (2)	✓ (2)	✓ (1)	✓ (1)	✓ (1)
Speaking opportunity at the event		✓					
Print advertising		✓	✓				
Verbal recognition at the event		✓	✓	✓			
Company name featured in event Press Release		✓	✓	✓			
Social Media Shoutouts		✓	✓	✓	✓		
LOGO REPRESENTATION ON	Printed invitation and e-vite	✓	✓	✓	✓		
	All event email communication	✓	✓	✓	✓	✓	
	Event printed program	✓	✓	✓	✓	✓	
	Event signage	✓	✓	✓	✓	✓	
	Logo on UWKC Website (24,000+ 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

- Eat, Drink & Be Generous
- 700 attendees
- Raise money for key community issues