



DAY OF CARING



Day of Caring

September 13, 2019

BACKGROUND

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 **10,500** volunteers from numerous companies, making it the largest volunteer event in the state. In 2018 Day of Caring volunteers completed **370** projects and donated **\$1.8 million** worth of volunteer labor that benefited **225** nonprofit organizations throughout King County.

OPPORTUNITY

As a sponsor of Day of Caring join thousands of people out in our community at hundreds of projects giving back and making King County a better place to call home... for everyone. This event is your opportunity to show the rest of the country what caring can look like, Seattle style!

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 – **123,000+** subscribers
- Young Professionals group (Emerging Leaders) email = **8,500+** members

DAY OF CARING is the opportunity to volunteer and make a lasting impact in our community. This event offers companies a wide range of partnership opportunities:

INVESTMENT IMPACT

- Provide support to over 225 nonprofit organizations that benefit from Day of Caring projects.

EMPLOYEE ENGAGEMENT

- Encourage staff to volunteer at one of the over 370 projects out in the community during the day.

BRAND LIFT

- By sponsoring Day of Caring, you show that your company supports the community by encouraging and supporting volunteerism.
- Trend all day long on social media!
- Partner with our Social Media Strategist to elevate your brand on social media platforms including Facebook, Instagram and Twitter.
- Your company can receive significant recognition in advertising and outreach materials before, during and after the event.

THIS IS YOUR CITY. MAKE IT SHINE.

Sponsorship Levels

SPONSORSHIP BENEFITS		TITLE \$100,000	PREMIER \$50,000	ALL-HANDS \$25,000	CONTRIBUTING \$10,000	SUPPORTING \$5,000	ALLY \$3,000
Company spotlight in a United Way blog post highlighting Day of Caring		✓					
Company name featured in Day of Caring press release		✓	✓				
Social Media Shoutouts		✓	✓	✓			
COMPANY LOGO RECOGNITION ON:	Save-the-date email distributed to all past volunteers	✓	✓	✓			
	Digital posters	✓	✓	✓	✓		
	All email communications pre- and post-event	✓	✓	✓	✓	✓	
	First pick of volunteer projects	✓	✓	✓	✓	✓	✓
	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

#DayofCaringKC

370 projects county-wide

10,500+ volunteers