



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.

| 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 135,000+ subscribers to United Way's e-newsletters | ✓ | ✓ | ✓ |
| | UWKC Website (24,000 unique website visitors monthly) | ✓ | ✓ | ✓ |

For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Carrie Bates at 206.461.5020 or cbates@uwkc.org.

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.
- Encourage employees to attend our Emerging Leaders Speaker Series event that focuses on racial inequities within our community.

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.

