



# Eat, Drink & Be Generous

## **A unique night of good food, good company and a great cause!**

November 14, 2019 / 6–9 p.m.

### **BACKGROUND**

*Eat, Drink & Be Generous* is United Way of King County’s newest signature evening event held at the historic Paramount Theatre in downtown Seattle. This event will feature amazing food from acclaimed Chef Tom Douglas, live entertainment by local artists and musicians and much, much more!

This event is our opportunity to come together to celebrate what makes King County great and to help raise money to support key community issues. Join other influencers and philanthropists for an evening that—through song, story and more—celebrates the strength in our diversity and unites us in building a community where everyone has equal access to opportunity.

### **OPPORTUNITY**

By sponsoring the inaugural *Eat, Drink & Be Generous* event, you will be investing in working toward a better, more equitable future for our community and signaling to others that your company wants to take the lead on the major issues facing our city.

Don’t miss this exciting chance to be generous! All proceeds raised at this event will go towards fighting to end homelessness, helping students graduate and breaking the cycle of poverty in our community.

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## 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 – 93,000+ subscribers
- Young Professionals group (Emerging Leaders) email = 9,500+ members

### **Advertising**

- **Print:** The Stranger (circulation: 60,000/monthly print & web readership: 512,382)
- **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 to tackle key community issues.

### **EMPLOYEE ENGAGEMENT**

- Fill your table with your company’s philanthropic leaders.
- Educational opportunity for your employees to learn more about United Way’s local homelessness and anti-poverty initiatives.
- Opportunity for your employees to give and be part of the solution to our toughest community issues.

### **BRAND LIFT**

- 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.



United Way of King County

## Sponsorship Levels

SPONSORSHIP BENEFIT		TITLE \$100,000 FMV = \$1,640	PREMIER \$50,000 FMV = \$1,640	ALL-HANDS \$25,000 FMV = \$1,640	CONTRIBUTING \$10,000 FMV = \$820	SUPPORTING \$5,000 FMV = \$820	ALLY \$3,000 FMV = \$820
Table(s): 10 seats per table, location based on sponsorship level		✓ (2)	✓ (2)	✓ (2)	✓ (1)	✓ (1)	✓ (1)
Speaking opportunity at the event		✓					
Logo recognition on print (The Stranger) & transit advertising		✓	✓				
Verbal recognition at the event		✓	✓	✓			
Company name featured in event <u>press release</u>		✓	✓	✓			
Invitation for select company members to join us for a pre-event cocktail reception		✓	✓	✓			
<u>Social media shoutouts</u>		✓	✓	✓	✓		
LOGO REPRESENTATION ON	Printed invitation + event poster	✓	✓	✓	✓		
	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](mailto:aanderson@uwkc.org).



### PUT YOUR COMPANY FRONT AND CENTER

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