



MLK JR. DAY

SPONSORSHIP OPPORTUNITY



HONORING MLK JR. DAY

January 18-21, 2021

BACKGROUND

Because of the pandemic, we are adapting how we honor Dr. Martin Luther King Jr. and his legacy this year. There are two primary ways we're doing this:

- To foster learning and conversation around racial equity in a way that is more safely accessible amidst the pandemic, we are bringing thought and community leaders together for a racial equity-centered virtual panel discussion to explore the topic of Unity—Power of Authentic Partnerships: *Celebrating unity and the inherent need for collaboration.*
- For decades, the [Seattle MLK Jr. Organizing Coalition](#) has organized the MLK Jr. Day March and many additional activities to honor and continue Dr. King's legacy. We are honored to continue our years-long partnership with them and support their efforts again this year.

We are committed to honoring Dr. King's legacy this year and for years to come. Though this year may be different from the past, next year we fully expect to return to our tradition of making this day a day of service to honor Dr. Martin Luther King Jr.'s legacy.

INVESTMENT IMPACT

By sponsoring our efforts to honor MLK Jr. Day, you signal to the community that your company is invested in fighting for greater racial equity. Your support is needed now more than ever during the pandemic, where disparities are continuing to grow. We invite you to join us and support the fight!

PROMOTION OF THE EVENT

Your company name and/or logo will be viewed by/be included in communications for:

- **23,000+** monthly website visitors
- **49,000+** social media followers
- **100,000+** email subscribers
- **10,000+** young professionals
- Robust advertising & promotion plan (including radio and digital ads)

SPONSORSHIP LEVELS

| SPONSORSHIP BENEFITS | ALL-HANDS \$25,000 | CONTRIBUTING \$10,000 | SUPPORTING \$5,000 | ALLY \$3,000 |
|--|-----------------------|--------------------------|-----------------------|-----------------|
| Company mention on digital and/or radio ads | ✓ | | | |
| Speaking opportunity during Zoom panel event | ✓ | | | |
| Verbal recognition during Zoom panel event | ✓ | ✓ | | |
| Name featured in a Martin Luther King Day press release | ✓ | ✓ | | |
| Highlight of your company on UWKC's social media platforms <small>(view Appendix A for details)</small> | Level 1 | Level 2 | | |
| Logo recognition on Zoom virtual background or slide | ✓ | ✓ | ✓ | |
| Company logo featured on email communications pre- and post-event | ✓ | ✓ | ✓ | ✓ |
| Company logo featured on Eventbrite registration page | ✓ | ✓ | ✓ | ✓ |
| Year-round logo presence on United Way of King County's website | ✓ | ✓ | ✓ | ✓ |

WANT TO LEARN MORE?

We'd love to talk with you to customize an experience that works for you. Please contact James Modie at jmodie@uwkc.org or 206.659.1047.

Appendix A – Social Media Recognition

| LEVEL 1 BENEFITS |
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| <ul style="list-style-type: none"> • Option to connect with our Social Media Strategist to create a personalized social media plan • Individual posts on all 4 of UWKC's platforms: Facebook, Instagram, Twitter & LinkedIn <ul style="list-style-type: none"> ○ Variety of posts, including stories • Option to send us a content link to include in posts • Company logo added to event promotional video |
| LEVEL 2 BENEFITS |
| <ul style="list-style-type: none"> • Individual post on Facebook • Two additional posts on preferred platform(s) |