



# 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

- 18,000+ 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

### And More...

- High exposure at the **Volunteer Party** at Fisher Pavilion on Sept. 10<sup>th</sup>
- 5,000+ t-shirts worn around the community with your logo

**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

- Volunteer at one of the over 370 projects out in the community during the day.
- Invite your employees to celebrate their hard work at the Day of Caring Volunteer Party at Fisher Pavilion on Sept. 10.

### BRAND LIFT

- By sponsoring Day of Caring, you show that your company supports the community by encouraging and supporting volunteerism.
- 5,000+ volunteers across King County will be wearing your company logo.
- Trend all day long on social media!
- 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
Opportunity for company representative to speak at Volunteer Party on Sept. 10		✓					
Included in Day of Caring Press Release		✓	✓				
Social Media Shoutouts		✓	✓	✓			
<b>COMPANY LOGO RECOGNITION ON:</b>	Save-the-date email distributed to all past volunteers	✓	✓	✓			
	Posters distributed at coffee shops and companies countywide	✓	✓	✓	✓		
	Signage at Volunteer Party on Sept. 10 at Fisher Pavilion	✓	✓	✓	✓		
	All email event communication	✓	✓	✓	✓	✓	
	T-shirts (5,000+)	✓	✓	✓	✓	✓	
	First pick of volunteer projects	✓	✓	✓	✓	✓	✓
	Logo on UWKC Website (18,000 unique website visitors monthly)	✓	✓	✓	✓	✓	✓
Receive promo code for free admission to Night Out for Caring at T-Mobile Park (Spring 2020) for your employees		100 tickets	75 tickets	50 tickets	50 tickets	25 tickets	25 tickets

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**

#DayofCaringKC

370 projects county-wide

10,500+ volunteers