

## UNITED WAY'S DAY OF CARING 2017

September 22, 2017 – Cal Expo – morning kick-off event

September 22-23, 2017 - Volunteer projects throughout Amador, El Dorado, Placer, Sacramento and Yolo counties

Our 5<sup>th</sup> Annual Day of Caring will bring together more than 1,000 business leaders, nonprofit partners and volunteers. Participants will come together across the region to tackle projects big and small. The day will start with an exciting rally followed by volunteers fanning out across the region to complete service projects at schools and nonprofits. Working together and fostering team building within the community exemplifies United Way's LIVE UNITED spirit and builds excitement to continue volunteer service by donating your time. The event will conclude with a fun reception to celebrate all of the day's successes.

Audience demographic: General public, corporate executives, nonprofit partners

Audience reach: 15,000

SPONSOR BENEFITS	SPONSOR CATEGORY			
	PRESENTING	RALLY	RECEPTION	PROJECT
Exclusive opportunity for one sponsor	X	X	X	
Opportunity to co-emcee the event	X			
Speaking opportunity at event	X	X	X	
Booth opportunity at Rally	X	X		
Booth opportunity at Reception	X		X	
Logo placement on volunteer t-shirt worn by all volunteers	X	X	X	Name
Logo placement on website event page	X	X	X	Name
Logo placement on event newsletters	X	X	X	
Logo placement on event signage	X	X	X	Name
Logo placement on printed materials	X			
Verbal recognition during speaking program	X	X	X	
Customized Day of Caring volunteer t-shirts	100			
Day of Caring volunteer t-shirts		40	40	20
Customized volunteer project for up to	100 people	40 people	40 people	20 people
Possibility of press coverage at project site	X	X	X	X
Company included in boilerplate of all press releases	X			
Pitches to media specifically about company's involvement	X			
Opportunity to display signage at sponsored volunteer locations	X			
Company specific social media posts day of event	X			
Opportunity to provide give-away items in goodie bags	X	X	X	
<b>Investment:</b>	<b>\$25,000</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$1,000</b>

For more information on sponsorships, contact [amber.lovett@uwccr.org](mailto:amber.lovett@uwccr.org).