

LIVE UNITED



SPONSORSHIP OPPORTUNITY



## United Way of King County Free Tax Preparation Campaign January – April 2017

■ **Background:** United Way of King County provides free tax preparation and access to the Earned Income Tax Credit and other tax credits to help working families increase their incomes and create savings. The Tax Campaign allows low-income people to keep more of their hard-earned money and avoid paying unnecessary fees for commercial tax preparation and "rapid refund" loans. Being financially stable reduces the risk of becoming homeless.

■ **Opportunity:** In 2016, 900 volunteers participated in the United Way of King County's Free Tax Prep Campaign. Volunteers prepared 21,750 tax returns and helped return \$29.1 million in federal refunds to the community, including \$9.4 million in Earned Income Tax Credits.

Sponsorship Benefit	Premier \$10,000	Contributing \$5,000	Supporting \$2,500
Company name and logo featured at all community tax site locations (24 total throughout King County)	✓		
• Materials for volunteer trainings	✓	✓	
Company name in a media advisory distributed to reporters and editors at local television and radio stations, and local, national and community newspapers	✓	✓	
Company Logo on: • 150,000 flyers	✓	✓	✓
• 1,500 posters	✓	✓	✓
• Interior transit advertising (e.g., bus boards)	✓	✓	✓
Company name and logo on <a href="http://www.uwkc.org">www.uwkc.org</a> (18,000 unique website visitors monthly)	✓	✓	✓

*For more information on this or any sponsorship opportunity, please contact your Corporate Relations Officer or Darryl Brown at [darrylbrown@uwkc.org](mailto:darrylbrown@uwkc.org) or 206.461.5049.*