



KAREEM
JACKSON'S



TEE UP
WITH
TEXANS

May 22, 2018

Join Houston Texans Cornerback Kareem Jackson and his teammates as they trade in their uniforms and helmets for clubs and tees to become celebrity golfers for an evening at Topgolf Houston-Katy. Enjoy an evening of point-scoring golf games, whether you are a pro or a first-timer, plus upscale bar food and drinks all for a great cause, the Kareem Jackson Foundation which helps children battling cancer and women who have battled or beaten breast cancer.



TOPGOLF

1030 Memorial Brook Blvd.
Houston, TX 77084

6:30 PM Registration and VIP Reception

7:00 PM Golf and Buffet Dinner

Reserve your spot today!

Purchase sponsorships and tickets at

kareemjackson.org



The mission of the Kareem Jackson Foundation is to provide opportunities and resources to families with children battling cancer and women battling breast cancer.

Kareem Jackson's

TEE UP WITH TEXANS

Benefiting Kareem Jackson Foundation

Expected Attendees: 175 | Fundraising Goal: \$70,000 Digital Media Reach: 105,619



PRESENTING SPONSOR <small>2 Celebrity Golfers*</small>	BIRDIE SPONSOR <small>1 Celebrity Golfer*</small>	PAR SPONSOR	AUCTION SPONSOR	SELFIE STATION SPONSOR
\$10,000	\$5,000	\$2,500	\$2,000	\$1,500

EVENT PARTICIPATION

Number of Participants in Golf Tournament	10	5	6		
Number of VIP Party Passes to Event <small>(this includes the number of Participants in the Golf Tournament listed on line above)</small>	20	10	12	4	4
Number of Foundation Branded Hats <small>(option to have signed by players at event)</small>	20	10	12	4	4
Unlimited Beer/Wine and Cuisine Included	●	●	●	●	●

EVENT RECOGNITION

Logo Recognition - Event Visual(s)**	●	●			
Name Recognition - Event Visual(s)			●		
Thank You Text - Day After Event to Attendees	●				



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Logo Exposure at Selfie Station					●
Logo Recognition - Event Signage **	●	●			
Logo Recognition - Bidders Cards **				●	
Clickable Logo Placement on Auction Technology Platform Provided by Gesture				●	
Addition of Company Logo to Hat Given to Attendees	●				
COMPANY VISIBILITY					
Logo - Clickable Company Site on Foundation Website Sponsor Page for One Year	●	●		●	
Logo Recognition - Foundation Website Sponsor Page for One Year			●		
Recognition in Social Media Accounts of Foundation	●				
Permission to Use the Foundation Partner Logo	●				
Logo Recognition on at Least One Email Blast	●				

*Availability of celebrities is limited to the number of players in attendance. Those who secure sponsorships first will have first rights to celebrity golfers.

** Must meet copy deadlines to be included in invitations, programs or other items.

cause marketing

PROFIT + PURPOSE + WELL RESPECTED ATHLETE = LOYAL CUSTOMERS



85%
of consumers would like to see companies do more good



80%
say they would pay more to offset the costs of good efforts



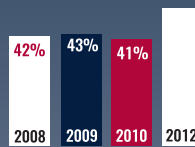
80%
of cause related ads increase perception of shared values by a factor of 10 and increased intent to buy by 2x



71%
will pay \$2.28 extra for a \$10-product



\$1.85 Billion
spent on corporate sponsorship of causes
+3.9% from the prior year



When quality and price are equal, the most important factor influencing brand choice is **Purpose**



6 out of 10 would buy a brand if it supported a cause they care about



72%
would recommend a brand that supports a good cause over a brand that does not

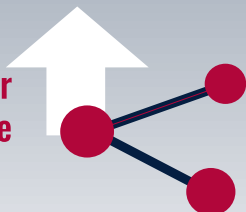


71%
would promote products or services if there is a good cause behind them



72%
would switch brands of similar quality if it supports a good cause

The ability to increase your visibility and media exposure



Aligning your company with a cause that effectively converts consumers into loyal customers

Sources: Cone, Inc. & Edelman



KAREEM JACKSON
FOUNDATION

KAREEM JACKSON + YOUR BUSINESS = STRONGER BRAND WITH A PURPOSE