SHREEN JACKSON'S JUNIOUS JOHN OF OLD DIFFERENCE JACKSON'S JUNIOUS JOHN OF OLD DIFFERENCE JACKSON'S JUNIOUS JACKSON'S JACKSON'S JUNIOUS JACK

MONDAY, OCTOBER 29, 2018

6:30 PM TO 9:30 PM

HOSTED BY:
FOUR SEASONS
1300 LAMAR ST. HOUSTON TX, 77010



FEATURING:

HOUSTON TEXANS
COCKTAILS & WORLD CLASS CUISINE
SILENT AND LIVE AUCTIONS

AGE 21 AND OVER EVENT
VALET PARKING INCLUDED
COCKTAIL ATTIRE ENCOURAGED
OUTSIDE MEMORABILIA IS PROHIBITED



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 DINNER FOR A DIFFERENCE SPONSORSHIP BENEFITS

Expected Attendees: 250 | Fundraising Goal: \$125,000 | Digital Media Reach: 86,430

Dinner for a DIFFERENCE	CO- PRESENTING SPONSOR	CO- COCKTAIL RECEPTION Sponsor	PLATINUM SPONSOR	GOLD SPONSOR	SILVER SPONSOR	TECHNOLOGY Sponsor	AUCTION SPONSOR	SELFIE STATION Sponsor	HEADS OR TAILS Sponsor	VALET SPONSOR
	\$10,000	\$6,000	\$4,000	\$3,000	\$1,500	\$3,000	\$2,000	\$2,000	\$1,500	\$1,000
EVENT PARTICIPATION										
NUMBER OF PREMIUM TICKETS TO EVENT	20	12	10	8	4	2	2	2	2	2
NUMBER OF SIGNATURE SERIES FOOTBALLS	20	12	10	8	4	2	2	2	2	2
NUMBER OF SEATS AT COCKTAIL RECEPTION	20	12	10	8	4	2	2	2	2	2
BEER/WINE INCLUDED		•		•	•				•	
COMPLIMENTARY VALET PARKING FOR ALL GUESTS		•			•				•	
EVENT RECOGNITION										
EVENT PROGRAM - LOGO RECOGNITION*	LOGO	LOGO								
EVENT VISUAL(S) - LOGO RECOGNITION*	LOGO	LOGO								
EVENT PROGRAM - NAME RECOGNITION*			NAME	NAME	NAME					
EVENT VISUAL(S) - NAME RECOGNITION*			NAME	NAME	NAME					
THANK YOU TEXT - BEGINNING OF EVENT TO ATTENDEES						•				
THANK YOU TEXT - BEGINNING OF DINNER TO ATTENDEES		•								
THANK YOU TEXT - AT CONCLUSION OF EVENT TO ATTENDEES										•
THANK YOU TEXT – DAY AFTER EVENT TO ATTENDEES										
EVENT CHECK PRESENTATION	•									
SPEAKING OPPORTUNITY AT EVENT										

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	\$10,000	\$6,000	\$4,000	\$3,000	\$1,500	\$3,000	\$2,000	\$2,000	\$1,500	\$1,000
OPPORTUNITY TO INCLUDE NON-ALCOHOLIC PROMOTIONAL/MATERIALS AT EVENT	•									
PRODUCT SAMPLING AT EVENT	•	•								
OPPORTUNITY FOR KIOSK/BOOTH AT EVENT										
STEP AND REPEAT BACKDROP LOGO EXPOSURE										
EVENT SIGNAGE - LOGO RECOGNITION*	LOGO	rogo								
BIDDER PADDLES – LOGO RECOGNITION*							TO CO			
IPADS/TABLETS ON TABLE - LOGO RECOGNITION*						rogo				
HEADS OR TAILS BRANDED BEADS*									rogo	
FLIP COIN IN HEADS OR TAILS – WITH KAREEM										
MEET AND GREET WITH KAREEM – 5 MINUTES FOR YOU AND 2 GUESTS, PRE-EVENT	ı									
ADD ITEM/PROMOTIONAL ITEM(S) IN CELEB GIFT BAG	-									
SIGNAGE AT VALET STAND										
CLICKABLE LOGO ON AUCTION TECHNOLOGY – PLATFORM Provided by Gesture Mobile Bidding Technology						•				
COMPANY VISIBILITY										
CLICKABLE LOGO – CLICKABLE TO COMPANY SITE ON Foundation website sponsor page for 1 year	LOGO					LOGO	LOGO			
LOGO RECOGNITION – ON FOUNDATION WEBSITE Sponsor page for 1 year		LOGO								
NAMED AS SPONSOR ON PR COLLATERAL	NAME	NAME								
NAMED AS SPONSOR ON ANY RADIO AD COLLATERAL										
RECOGNITION ON KAREEM'S SOCIAL MEDIA ACCOUNTS	•									

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PERMISSION TO USE THE FOUNDATION PARTNER LOGO										
BANNER AD ON FOUNDATION HOME PAGE – FOR 120 days, designed by Foundation										
LOGO RECOGNITION ON AT LEAST ONE EMAIL BLAST	LOGO	LOGO								

* MUST MEET COPY DEADLINES TO BE INCLUDED IN INVITATIONS, PROGRAMS OR OTHER ITEMS.

CAUSE MARKET SECTED ATHLETE = LOYAL CUSTOMERS CAUSE CAU

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

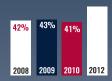
80%
say they would pay more to offset the costs of good efforts

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

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



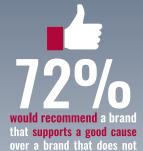
spent on corporate sponsorship of causes +3.9% from the prior year



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



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



710/0
would promote products
or services if there is a
good cause behind them



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