

**KAREEM JACKSON'S**

# Dinner for a **DIFFERENCE**

**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**  
FOUNDATION





<b>KAREEM JACKSON'S</b> <i>Dinner for a</i> <b>DIFFERENCE</b>	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
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 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



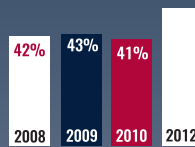
**80%**  
of cause related ads increase perception of shared values by a factor of 10 and increased intent to buy by 2x



**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

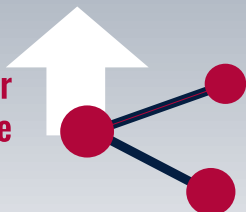


**71%**  
would promote products or services if there is a good cause behind them



**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**