



CELEBRITY MARKETING INC.

Case Study: Watson One More

The logo for 'ONE+MORE' is displayed in red, uppercase letters. A black cross is positioned between the 'E' and 'M'. A black swoosh underline starts under the 'O' and loops around the 'M'.

ONE+MORE

"I tell you the truth, whatever you did for one of the least of these you did for me." - Matthew 25:40



"In 2007 we felt God leading us to establish a foundation with a focus on spreading Christ's love and hope. Our desire was to create a legacy and make an impact that will reach far beyond our lifetimes. With limited knowledge of foundation management we turned to CMI. With their experience we successfully launched our foundation, One More. CMI helped us navigate the challenges that face new charitable foundations and has given us confidence as we look to the future. We look forward to working with CMI for a bigger and better 2009!"
-Benjamin & Kirsten Watson

During November 2007 Benjamin and Kirsten Watson were referred to CMI by its clients Kevin Faulk and Troy Brown.

Benjamin, a tight end for the New England Patriots and his wife Kirsten had a vision of establishing a charitable foundation through which they could help those less fortunate and further their Christian Ministry.

CMI was retained to establish the foundation, administer its day to day operations, and spearhead the fundraising efforts while coordinating media, PR and event logistics.

The story of Benjamin and Kirsten's vision, faith, dedication and hard work for their foundation is inspirational and CMI is proud to be a part of the success. The following is a summary of CMI's efforts on behalf of the foundation during its first year of operation.

ADMINISTRATION

- Jan 2008 CMI establishes foundation on Watson's behalf and begins operation. Services include; Bank account set-up, bookkeeping, monthly reconciliations, check writing, budgeting, legal filings, tax prep.
- CMI holds regular meeting with the Watsons to review the financial performance of the Foundation

FUNDRAISING

Watson One More partnered with Celebrities for Charity Foundation utilizing NetRaffle.org to offer fans the chance to win two once in a lifetime prizes while raising vital funds for the charity.

Super Bowl Experience Raffle

The first raffle coincided with the announcement of the creation of the One More Foundation. The prize package includes:

- Winner will receive Benjamin Watson's two personal tickets to Super Bowl XLII (University of Phoenix Stadium, February 3, 2008)
- Winner and guest will receive 5 day / 4 night hotel accommodations at the Tempe Mission Palms Hotel
- Winner and a guest will receive roundtrip air transportation from Logan International Airport to Phoenix-Mesa Airport
- Winner and guest will receive ground transportation to and from airport and hotel and to and from hotel and University of Phoenix Stadium on game day
- Winner and guest will enjoy game day brunch
- Winner and 3 guests will enjoy dinner, during the off season, with Benjamin & Kirsten Watson at Tresca in Boston's Famous North End.

- Winner will also receive a cash prize in the amount of \$2,783.00 to mitigate the Winner's tax liability that results from winning the raffle. This prize is withheld and paid, on behalf of the Winner, directly to the IRS (\$2,300.00) and the Commonwealth of Massachusetts (\$483.00)

The raffle opened on January 22, 2008 and closed on January 29, 2008. During that time period an extensive media plan was coordinated and resulted in immense coverage.

- The Boston Herald
- The Boston Globe
- The Boston Herald.com
- Boston.com
- Go Pats.com
- UK patriots.com
- Inside Track (Boston Herald)
- Patriots.com
- WEEI.com
- WBZtv.com
- Patriots Planet.com
- Foxboro Nation.com



Benjamin and Kirsten Watson conducted radio interviews on Thursday, Friday, and Monday during peak drive-time in both Boston and their hometown of Rock Hill, South Carolina that were arranged by CMI. Press releases were sent out to local media 3 times during the 6 day raffle and the raffle was picked up at least once by every major media outlet. Celebrities for Charity sent out 3 email blasts to over 10,000 people on their own foundation database.

The gross revenue of the raffle was \$188,492.75. Once expenses for conducting the raffle, fulfilling the prize and programming for the raffle were covered One More netted \$126,989.15.

The winner of the Raffle was Tim Whiting of North Attleboro, MA . Tim spent \$50 for 50 tickets.

Season Full of Tickets Raffle

Before the beginning of the 2008-2009 season tickets to all home games were raffled off in the following prize package:

- Winner will receive 2 (Section 201) 2008 Tickets to each of the New England Patriots 8 Home Games at Gillette Stadium.
- Winner and guest will enjoy a meet and greet with Benjamin Watson
- Winner will receive an autographed Benjamin Watson New England Patriots Jersey
- Winner will also receive a cash prize in the amount of \$855.00 to mitigate the Winner's tax liability that results from winning the raffle. This prize is withheld and

paid, on behalf of the Winner, directly to the IRS (\$707.00) and the Commonwealth of Massachusetts (\$148.00)

The Raffle was covered by:

- WHDH
- Boston.com
- The Boston Herald
- Providence Journal
- Boston Herald.com
- Foxboro Nation
- Yard Barker.com
- Patriot Planet.com
- Yahoo! Email Group (789 people)
- Inside Track (Boston Herald)



Publicity for the raffle consisted of sending out press releases to the Media on two occasions. Once to announce the raffle and second to remind readers as the closing date grew near. During this time the first installments of the Celebrity Spotlight Series were running on NESN and contained commercials advertising prizes on NetRaffle.org. Also, email blasts were sent out on three occasions to over 10,000 people in Celebrities for Charity's foundation database.

CMI was contacted by the New England Patriots regarding the sensitive nature of the raffle. We dealt with community relations and legal departments to ensure continuation of the raffle. From that point on, CMI made the New England Patriots aware of all foundation activities.

The raffle raised \$27,675.25. Once processing fees, taxes, and prizes were covered One More received \$18,715.34. The prize was won by Edward Wallack of Newton, MA. Ed bought 134 tickets for \$100.50.

FULFILLMENT

One More Foundation fulfilled its mission in many ways over the course of the year. Two major events were held and multiple donations were made to causes. Donations varied in size and extended the reach of One More and affected countless lives. The BIG BENefit began with a Kick-off Weekend Food Giveaway and continued with a Christmas Toy Giveaway.

The Big Benefit: Kick-off Weekend Food Giveaway

September 5, 2008

Reggie Lewis Track and Athletic Center

Roxbury, MA

84 Boston area families were selected through an application process to attend an event hosted by One More and receive a cooler full food and donated product. CMI researched and contacted Shelters to ensure they served the proper demographic and had the appropriate



means to communicate with those who were selected. Communication with the winners was done through a representative at the Shelter they applied at. Then, details were coordinated such as who was representing the family and how many guests would be attending the event. Letters were sent to the shelter contact containing rules and expectations of participants.

The shelters that were selected were Pine Street Inn, The Women's Lunch Place, Shelter Inc., and Horizons for Homeless Children. Initially, 84 families were selected to participate. Those families were asked to confirm their participation with their shelter. CMI worked with the shelters to confirm attendance by 84 families for the event. When some families did not make event, coolers were donated to the Women's Lunch and the Veteran's Shelter.

CMI worked with BJ's Wholesale Club to arrange a donation along with a store visit to select food for the coolers. The donation totaled \$3,000. The BJ's visit was publicized by sending out a media advisory to over 60 local newspapers, radio stations, and TV stations. Follow-up calls were made to ensure receipt and resulted in coverage by WHDH Channel 7 and The Boston Herald. After the shopping event, a Press Release was sent to the media as well. CMI's staff photographer was present and photos were sent out with the Press Releases. The shopping trip was also filmed for the Celebrity Spotlight Series.



The event was held at the Reggie Lewis Track and Athletic Center at Roxbury Community College. Set-up required our staff and volunteers to arrange tables to create a system to load the coolers. All food was brought from the loading dock and into the gym area.

All 84 of the coolers were stored at CMI for 2 weeks. The day of the event the coolers were loaded into a rented U-Haul. The truck then was loaded at BJ's with all the donated and purchased food. Once the truck arrived at the Reggie Lewis Track and Athletic Center 7 staff and volunteer members unloaded the truck, transported the items into the presentation area. Each cooler was unboxed and the food that was bought in bulk was separated. All the food items were then divided by family. All 84 coolers were packed as well as 84 reusable shopping bags.

T-shirts were created for participants as well as staff. Both shirts featured the Big BENefit logo as well as logos of sponsors. Sponsor logos were collected and coordinated with graphic designers to ensure proper formatting. Signs and banners were also created for the event. Welcome signs directed people where to go and the sponsor sign created awareness of the organizations responsible for the gift they received. Banners with the logo of the event and One More were used as the back drop for family photos with the Watsons.



As each family arrived to the event they were registered and asked to sign a photo release before entering the presentation area. Families were seated and the program featured speakers from the New England Patriots as well as Benjamin and Kirsten Watson. At the conclusion of the speaking portion of the program, families were called up by an assigned number to receive their cooler and have their photo taken with Benjamin and Kirsten.

Media Advisories were sent out the week before the event and the day before. Follow-up calls were made and a press release followed the event. The event was covered by Channel 4 and the Boston Herald. The program was also filmed for the Celebrity Spotlight Series.

After the event, thank-you packages were mailed to all of the sponsors as well as the shelters by CMI. Each sponsor received a t-shirt along with a letter and photos of the event. The shelters received a letter along with a photo CD of the participants with the Watsons.

The Big Benefit: Christmas Toy Giveaway
December 15, 2008
The Knights of Columbus
Charlestown, MA

CMI met with Kirsten Watson to select families for the Christmas Toy Giveaway. CMI suggested that the event be coordinated utilizing the Boston Housing Authority. The Boston Housing Authority selected 84 needy families with children to participate in the BIG BENefit Christmas Toy Giveaway. Families submitted paperwork and applications for consideration. Applications were created by CMI after meeting with the foundation attorney to ensure proper legal procedure. Families were invited to the Knights of Columbus in Charlestown to shop at a store for donated items for their children. Parents and guardians were given 10 tickets per child, one book per



child, and a pair of NFL Receivers gloves per child over the age of 4. Each family also received a roll of wrapping paper and a disposable camera.



Over 120 local and national toy makers and distributors were contacted for donations. Companies that donated include: Barnes & Noble (Millbury, MA), Reebok, Staples, Lego, Roy Toy, Twin Enterprises, Rich Frog Industries, Winning Moves Games, Schylling Toys and Target (Stoughton, MA). Donations were also made by friends and family working on this event. Careful consideration was made to what was being donated and the demographics of the children selected. Every effort was made to ensure each child received age and gender appropriate gifts.

Benjamin and Kirsten Watson visited Target in Stoughton to shop for the event. The visit was coordinated by CMI and included a donation of \$500 by Target. We worked with the store to guarantee that they had the items that were needed for each age group and proper quantities of items. CMI provided a photographer for the event and photographs were posted on the One More website. CMI staff also kept track of how many children were in each age group and the quantity of toys purchased for them.

CMI researched over 10 venues to see if they met the requirements needed to hold the event. We arranged to hold the event at the Knights of Columbus in Charlestown, MA. CMI negotiated with the venue and handled all on-site logistics. CMI was able to negotiate a donation by the Knights of Columbus and use the space free of charge.

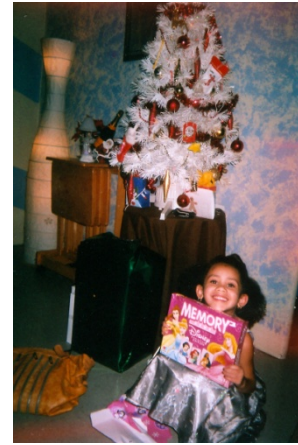
Toys were stored at CMI and the Knights of Columbus until the day before the event. After dividing the toys by age group each item was then marked with a value of 2,3,5 or 7. A toy store was set-up on both the upper and lower level. CMI coordinated volunteers to work on Sunday to and assist with this process. Each toy store had tables for every age group and was clearly marked with a sign. Toys were arranged on each table to display all that was being offered to the age group.



CMI recruited volunteers to set-up and work all day on the day of the event. In total over 40 family, friends and students helped with the Christmas Toy Giveaway. Considerable effort was put into making sure volunteers were available, able and willing to help with the production of the event.

When participants checked in they received a bag that contained shopping bags that were labeled for each child and an envelope containing 10 tickets. Also included in the bag was an instruction sheet, red prayer card, poster of Benjamin Watson and a disposable camera. The camera was give to the families so they could take photos and send them to One More. As they entered the presentation area each family selected one roll of wrapping paper with a number that determined their shopping order.

The event featured a speaking program and a visit from the Mayor of Boston, Tom Menino. At the conclusion guests were treated to cookies and water while they waited for their number to be called. Families were called up to shop in small groups on either the upper or lower toy store. Each family was paired with a personal shopper or two depending on how many children they were shopping for.



Volunteers were instructed on how to assist each family with their shopping. Each personal shopper was given a card to ensure that each family got everything that they were promised.



As families finished shopping they were brought to a check-out area where volunteers confirmed each child's selections. T-shirts for the volunteers were created with the logos of the sponsors on the back. Logos were collected and coordinated with the graphic designer in the proper format.

The event was covered on WBZ Channel 4, WHDH Channel 7, and the CW56. Pieces on the event ran on patriots.com and in the Boston Herald. Over 60 newspapers, radio, and TV stations received a media advisory and press release

about the experience.

MEDIA

Over the course of the year we were involved generating various channels of media that helped spread the message of One More and develop awareness of the foundation.

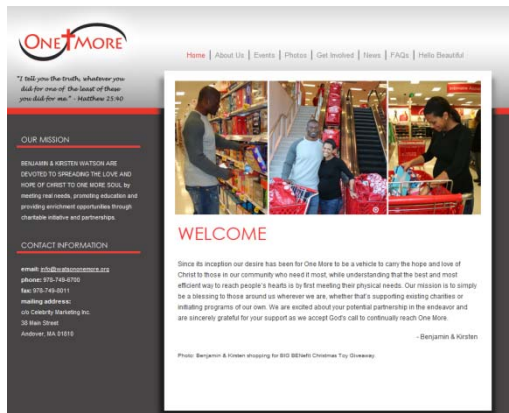
Press Conference

To introduce their new foundation, Benjamin and Kirsten Watson held a press conference in January of 2008. Media Advisories were sent out to all major Boston media outlets. Follow-up calls were made to guarantee attendance. The conference was covered by the Boston Globe, the Boston Herald. The Boston Herald followed up with a front-cover, 3 page feature article on Benjamin Watson. TV stations such as WBZ and WHDH covered the event as well. CMI arranged to hold the press conference at Granite Links at no cost. Food and beverage was also donated by Granite Links. CMI staffed the press conference and responded to any necessary follow-up.



Website

The website involved creating content such as biographies and locating the coordinating graphics. Feature articles from the Boston Globe and Boston Herald



were scanned and put up on the Website. Press Releases from events and appearances were posted as well. Frequently asked questions were created and answered. CMI created original content and design.

The website redesign was aided by the work that had already been completed. Updates included information about new events and programs. Most of the original content for the previous site was added to the new site. CMI provided press releases and articles and aided Necessary Design in whatever she needed.

Photographs from the Big Benefit, shopping trips and football camps were added. CMI provided the means to include the welcome video on the site as well.

Celebrity Spotlight Series

Over the course of the year filming took place at store visits and events for the Celebrity Spotlight Series on NESN. Moody Street Pictures and Celebrity Marketing have teamed up to bring events to the public by filming the highlights & action of each of these events for air on NESN. The show will reach over 4.8 million viewers on NESN. The events and shows will be promoted heavily on NESN with "Sports Desk" anchors providing promo mentions with pre-event promotion spots. All events will be available locally on Comcast Video on Demand.

CMI selected One More and Benjamin Watson as one of the first shows in the series. We set-up interviews, assisted with questions, and coordinated all filming. CMI created and edited the script for the show as well.

CMI Report

The CMI Report also contains insightful, interesting features, in a magazine-style report. Advertising in the CMI Report is exclusive to CMI business and service partners. To advertise, or to be featured, is strictly by invitation. CMI chose to feature One More as one of their key partners. Distribution to the CMI Report includes:

- 100 TD Banknorth Luxury Suite Owners and their guests
- 350+ TD Banknorth Premium Club Members
- 100+ Current Boston sports team members
- 100+ Retired Boston sports team members
- 1,000+ Guests who sponsor and attend CMI Events including Ray Bourque's Celebrity Golf Tournament, Troy Brown's Celebrity Bingo, Jason Varitek's Celebrity Putt-Putt and Kevin Faulk's Celebrity Softball



- 22,000 copies mailed to homeowners with household incomes of \$120,000+ in the Boston area.

A feature article was included in the CMI Report as well as a full page photo of Benjamin and Kirsten Watson. Details about the organization and how to get more information were explained in the article.



Information Package

As the organization began to move forward requests for information had to be met. In order to create a professional image folders with information of the organization were created. Sleek black folders had the organizations logo on the front center. Inside were pages with information on Benjamin and Kirsten, their biographies and photographs as well as frequently asked question, the organization’s history, mission and how to help all generate by CMI. Having this information readily available aided in securing a \$4,000 donation from Autotrader.com.

SUMMARY

Foundation infrastructure solidified

CMI's PR and Marketing has helped established One More as a growing, giving, foundation in New England

Created brand awareness to Corporations as well as Donors.

Funds Generated: \$145,704.49

Cash Donations Made: \$42,000

Families Helped: 168

Children Helped: 460