

BRAND ADVOCACY IN ACTION



**PARTNER
PARTICIPATION**



**CONSUMER
SUPPORT**



**EXTERNAL
MESSAGING**



**INTERNAL
MESSAGING**



PARTNER PARTICIPATION

TIM BRAMLETTE

Senior Director of
Partnerships and Marketing

SHAKY KNEES



GO TO THE PEOPLE

COMMUNITY EVENTS



UPDATE YOUR
INFO

ADDRESS
PARTY OR
NAME

NO PROBLEM!



REGISTER
TO
VOTE





HEADCOUNT

HEADCOUNT

FREE WATER

ELECTION INFORMATION

- Find your polling place
- See what!

EXPERIENTIAL MARKETING

VOLUNTEER WITH HEADCOUNT

LIQUID DEATH

LIQUID DEATH

HEADCOUNT

WATER IS NOT A CRIME

ENGAGE TALENT



VIVA DRAG VEGAS!

Win 4 VIP tickets to RuPaul's Drag Race Live!
Sissy that vote! Check your status at HeadCount.org/RuPaul

RuPaul's DRAG RACE

RuPaul's DRAG RACE
LIVE

HEADCOUNT



ANSON CARTER



ANSON CARTER

CONTENT CREATORS



 THE BODY SHOP

 HEADCOUNT

TAKE ACTION FOR A CHANCE TO
**WIN A SPOT ON
THE BODY SHOP'S
INFLUENCER LIST**

OR
TEXT BODY
TO 57568

4 mg per oz and data rates may apply. Text HELP for more information. See 57568 to stop receiving messages. HeadCount Privacy Policy and Terms & Conditions apply.

REGISTER TO VOTE

AMERICAN EAGLE OWNERS

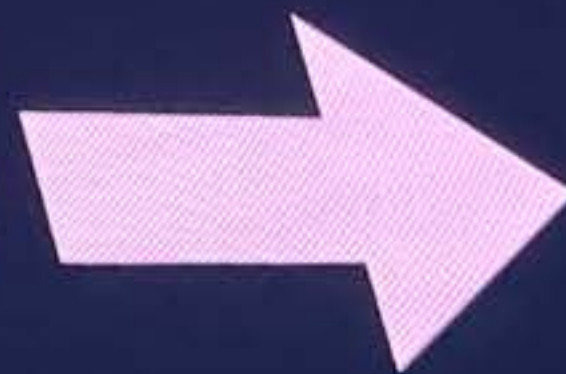


DONATE MEDIA
RETAIL SCREENS & DIGITAL BILLBOARDS

ENTER FOR A CHANCE
TO GO TO THE

**2024 MLB ALL-STAR
WEEK**

SIGN UP FOR ELECTION ALERTS



DONATE MEDIA

JUMBOTRONS, SCOREBOARDS, & LED DISPLAY



TOGETHER

HEADCO

11.6.18

THE FUTURE IS VOTING

HeadCount.org

DONATE MEDIA

RADIO, VIDEO, STREAMING & PODCASTS



HEADCOUNT



CONSUMER SUPPORT

LUCY BEACH

Partnerships
and Events Manager

CREATE "VOTE" PRODUCTS



VOTE



VOTE

TONY'S
CHOCOLONELY®

FUNDRAISING



THE BOTTOM LINE



81% of consumers say they would prefer to buy from companies that support democracy.



EXTERNAL MESSAGING

WHITT BELL

Director of Partnerships
and Events



INVEST IN STORYTELLING



STORYTELLING



USE YOUR FOOTPRINT





DIRECT CALLS TO ACTION



INTERNAL COMPANY MESSAGING

LINDSAY BERBERICH

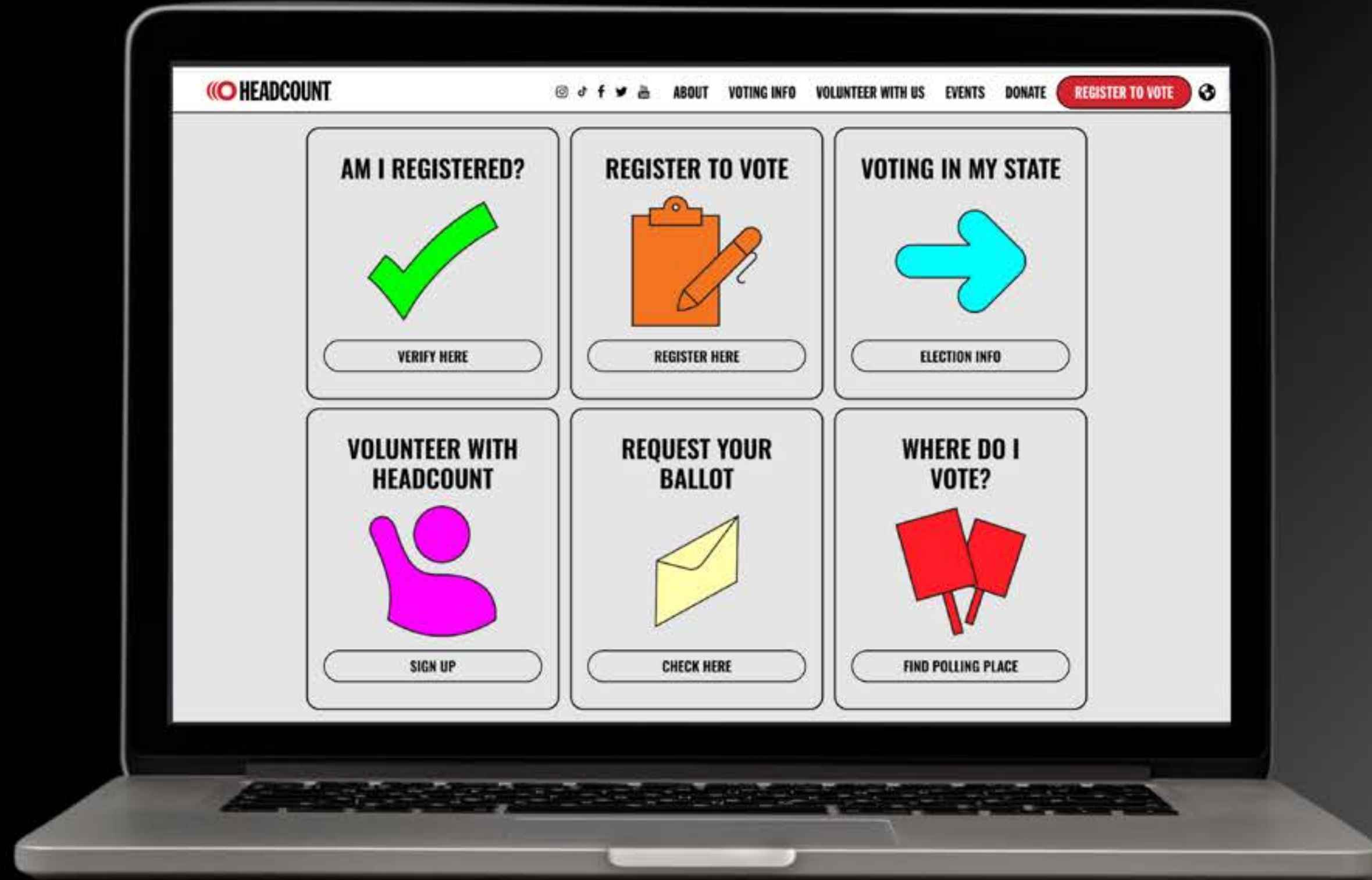
Partnerships and
Marketing Manager

COMPANY VOTER REGISTRATION DRIVES

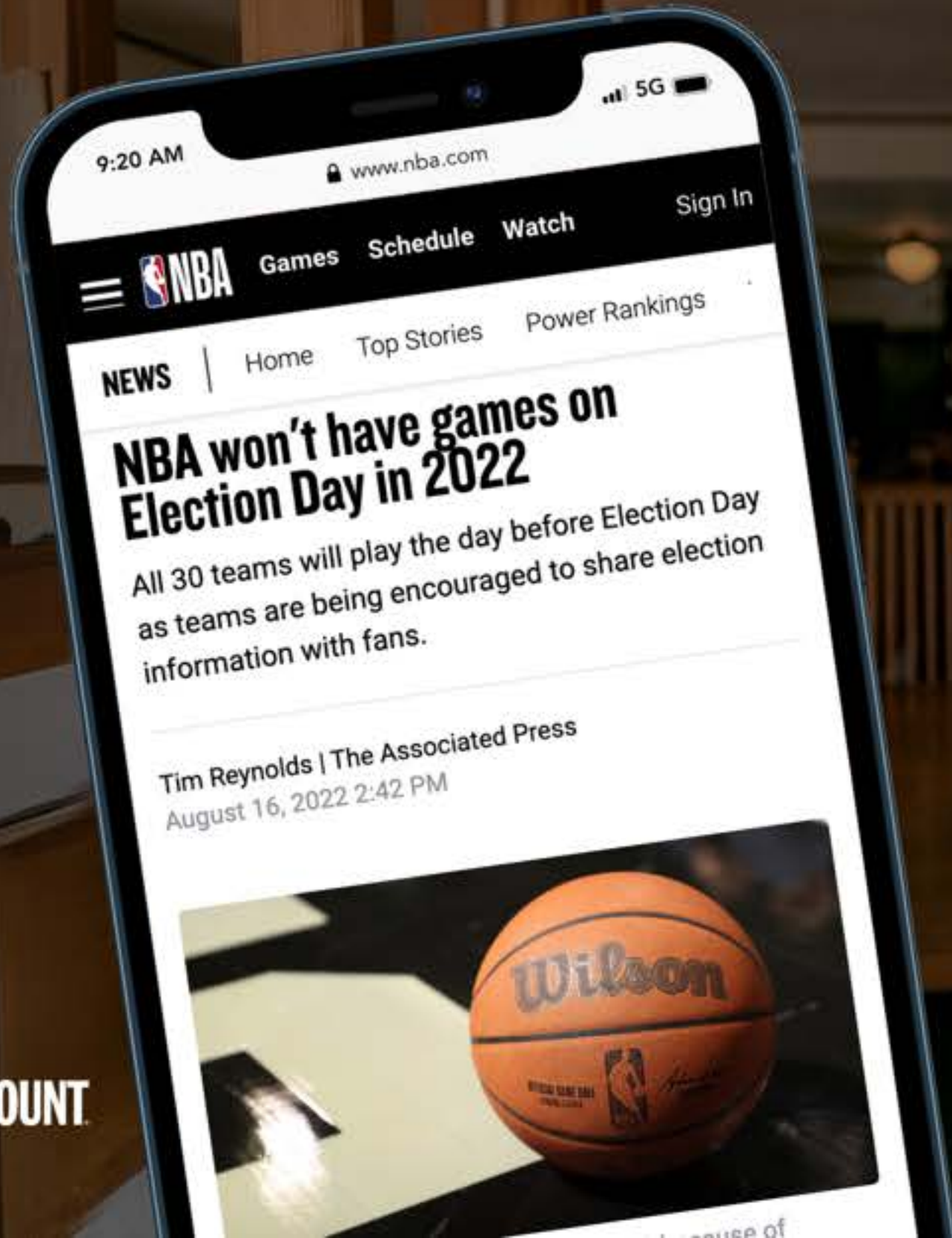


60% OF PEOPLE ARE NEVER ASKED TO REGISTER TO VOTE

DIGITAL ELECTION CENTERS



PAID TIME OFF



Store Hours
Mon. - Sat. 10-6
Sunday 11-5

**When
the polls
open,
we close.**

We will be closed on November 6 to allow
our employees the day off to vote.

www.patagonia.com
Shop Anytime





VOLUNTEER OPPORTUNITIES



EMPLOYEE ENGAGEMENT



2024 CORPORATE COMMITMENTS



THE BODY SHOP



Tanger[®]Outlets