

Cause Sponsorship Spending Expected to Grow by 4.6% in 2019

SPONSORSHIP SPENDING ON CAUSE

Totals 2014-2018



*Estimated based on IEG Research

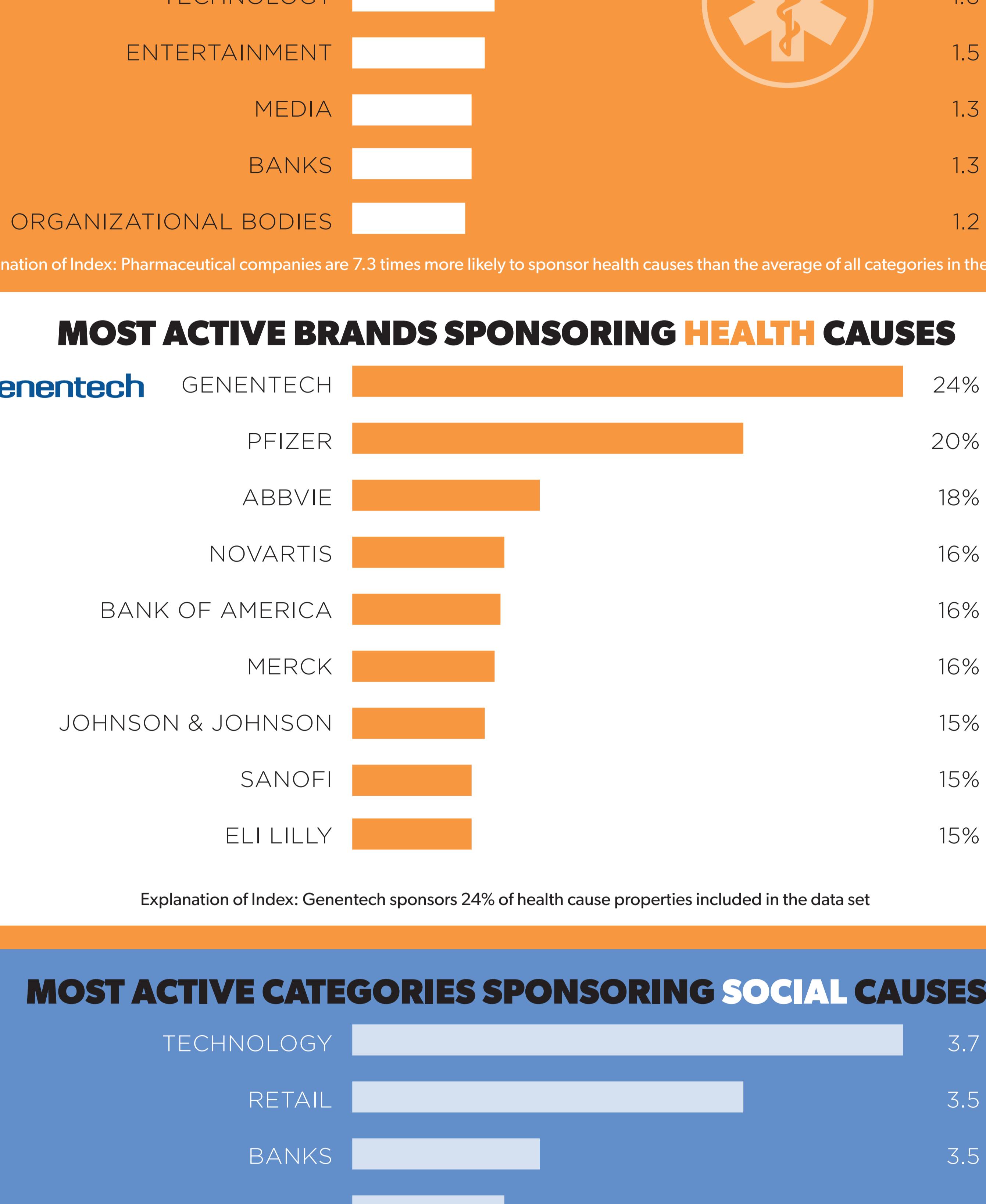
GROWING CATEGORY OUT PACES INDUSTRY

4.1%
OVERALL
SPONSORSHIP
SPENDING
2018

4.6%*
CAUSE
SPENDING
2019

*Estimated based on IEG Research

MOST ACTIVE CATEGORIES SPONSORING CAUSES



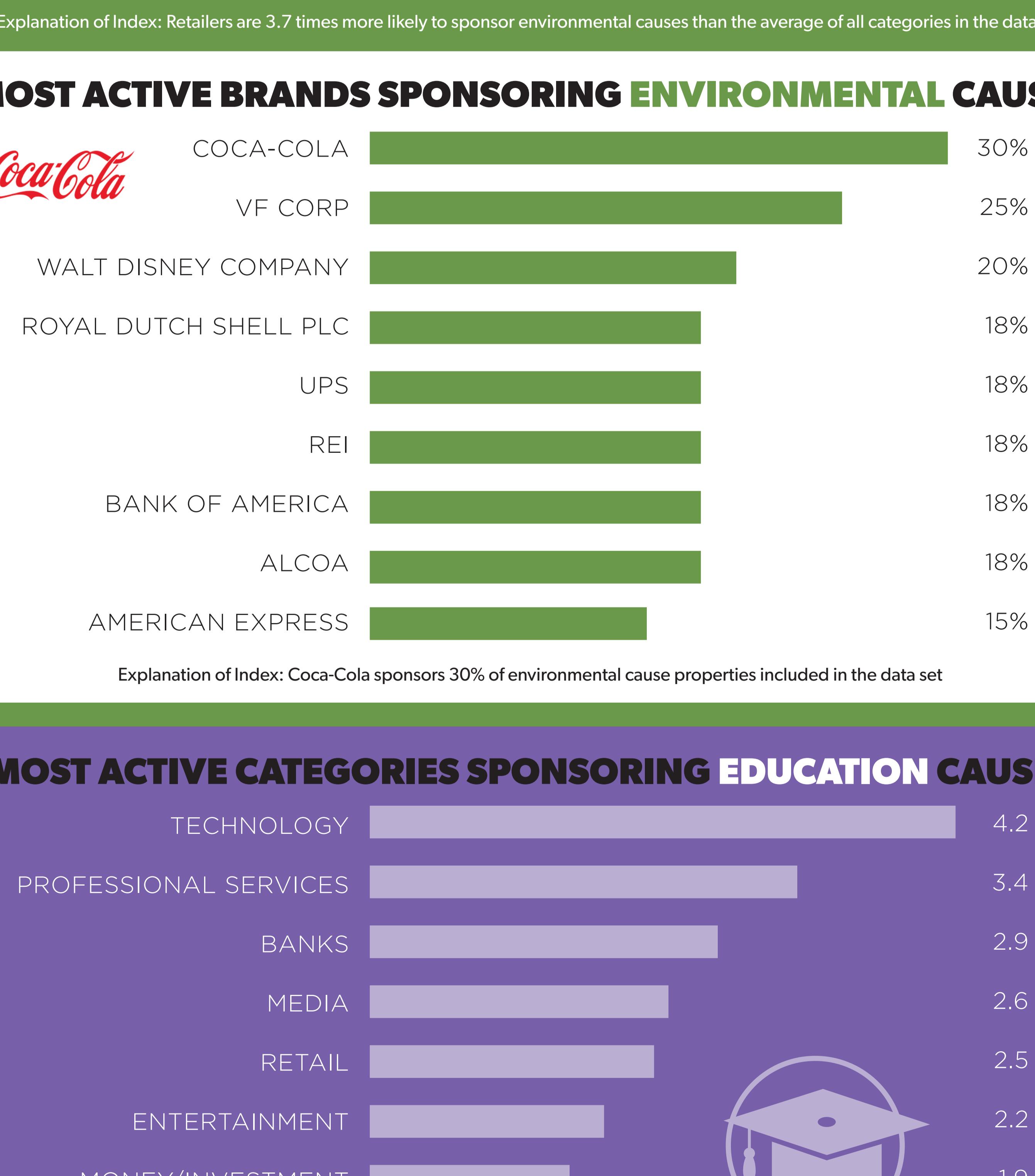
Explanation of Index: Retailers are 4.1 times more likely to sponsor causes than the average of all categories in the data set

MOST ACTIVE BRANDS SPONSORING CAUSES



Explanation of Index: Bank of America sponsors 24% of cause properties included in the data set

MOST ACTIVE CAUSE SPONSORS: By Category

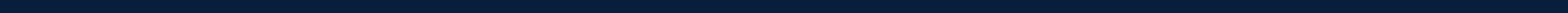


Explanation of Index: Pharmaceutical companies are 7.3 times more likely to sponsor health causes than the average of all categories in the data set

MOST ACTIVE BRANDS SPONSORING HEALTH CAUSES



Explanation of Index: Genentech sponsors 24% of health cause properties included in the data set



Explanation of Index: Technology companies are 3.7 times more likely to sponsor social causes than the average of all categories in the data set

MOST ACTIVE BRANDS SPONSORING SOCIAL CAUSES

Explanation of Index: Bank of America sponsors 37% of social cause properties included in the data set

Explanation of Index: Retailers are 3.7 times more likely to sponsor environmental causes than the average of all categories in the data set

MOST ACTIVE BRANDS SPONSORING ENVIRONMENTAL CAUSES

Explanation of Index: Coca-Cola sponsors 30% of environmental cause properties included in the data set

Explanation of Index: Technology companies are 4.2 times more likely to sponsor education causes than the average of all categories in the data set

MOST ACTIVE BRANDS SPONSORING EDUCATION CAUSES

Explanation of Index: AT&T sponsors 26% of education cause properties included in the data set