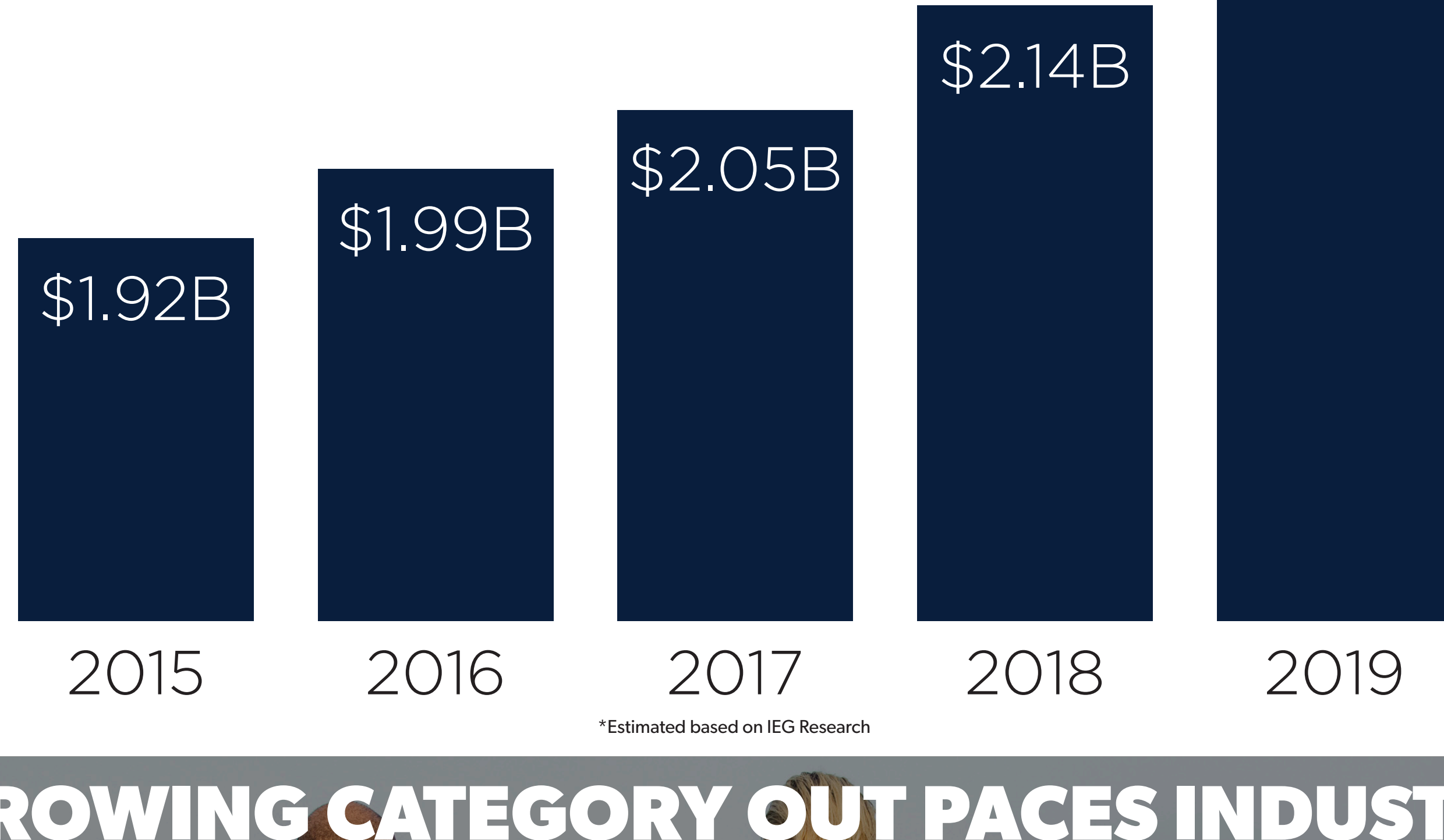


Cause Sponsorship Spending  
Expected to Grow by 4.6% in 2019

## SPONSORSHIP SPENDING ON CAUSE

Totals 2014-2018



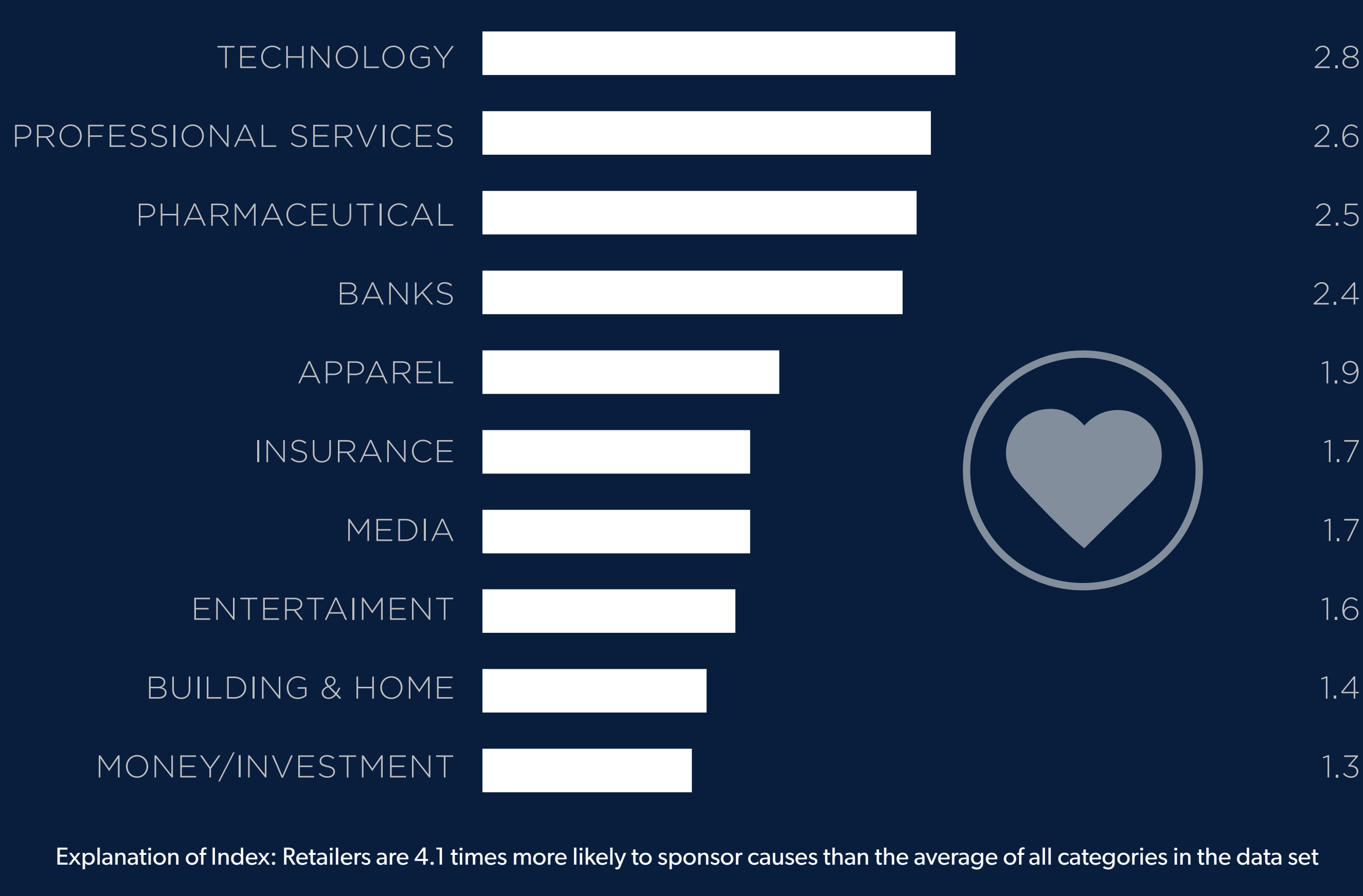
\*Estimated based on IEG Research

## GROWING CATEGORY OUT PACES INDUSTRY

4.1%  
OVERALL  
SPONSORSHIP  
SPENDING  
20184.6%\*  
CAUSE  
SPENDING  
2019

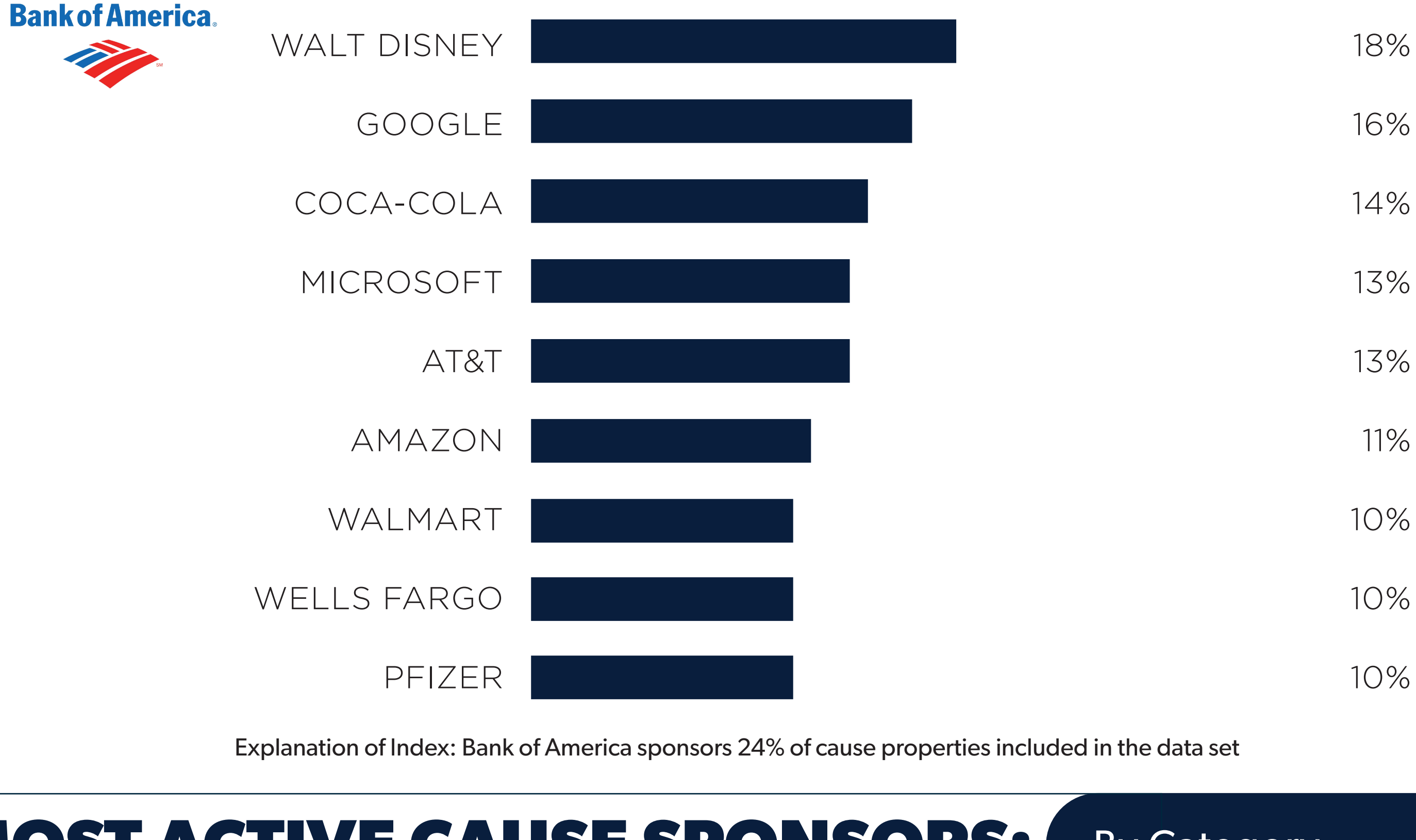
\*Estimated based on IEG Research

## 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

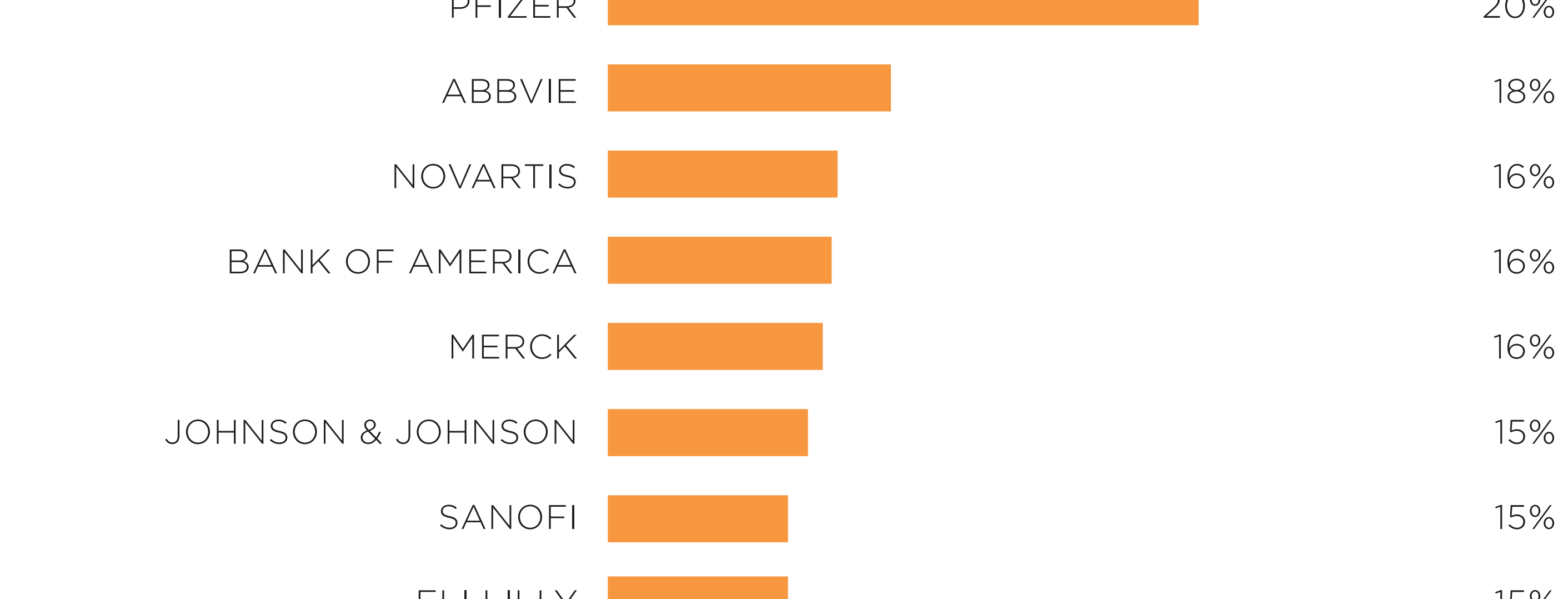
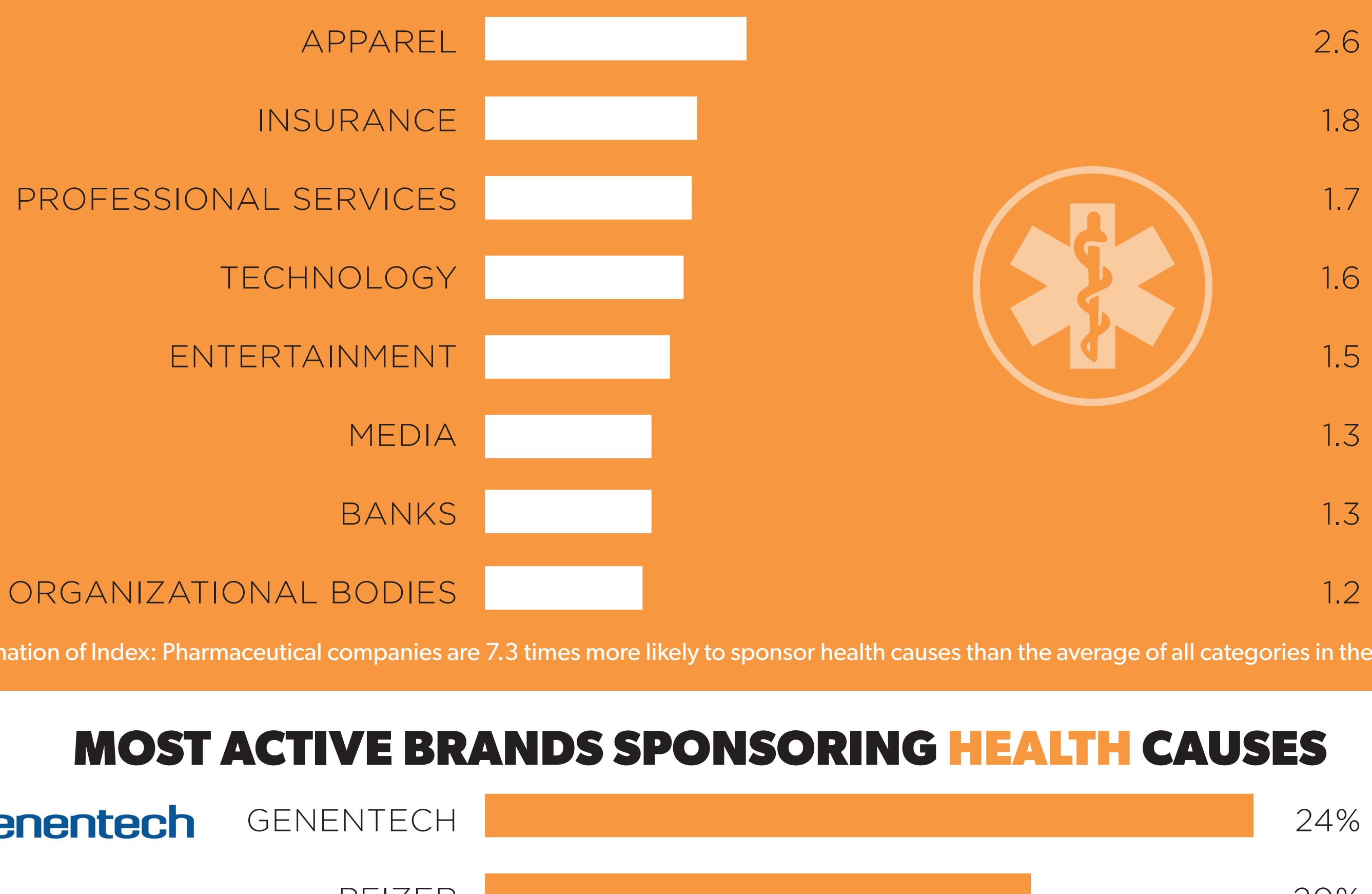
## MOST ACTIVE BRANDS SPONSORING CAUSES



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

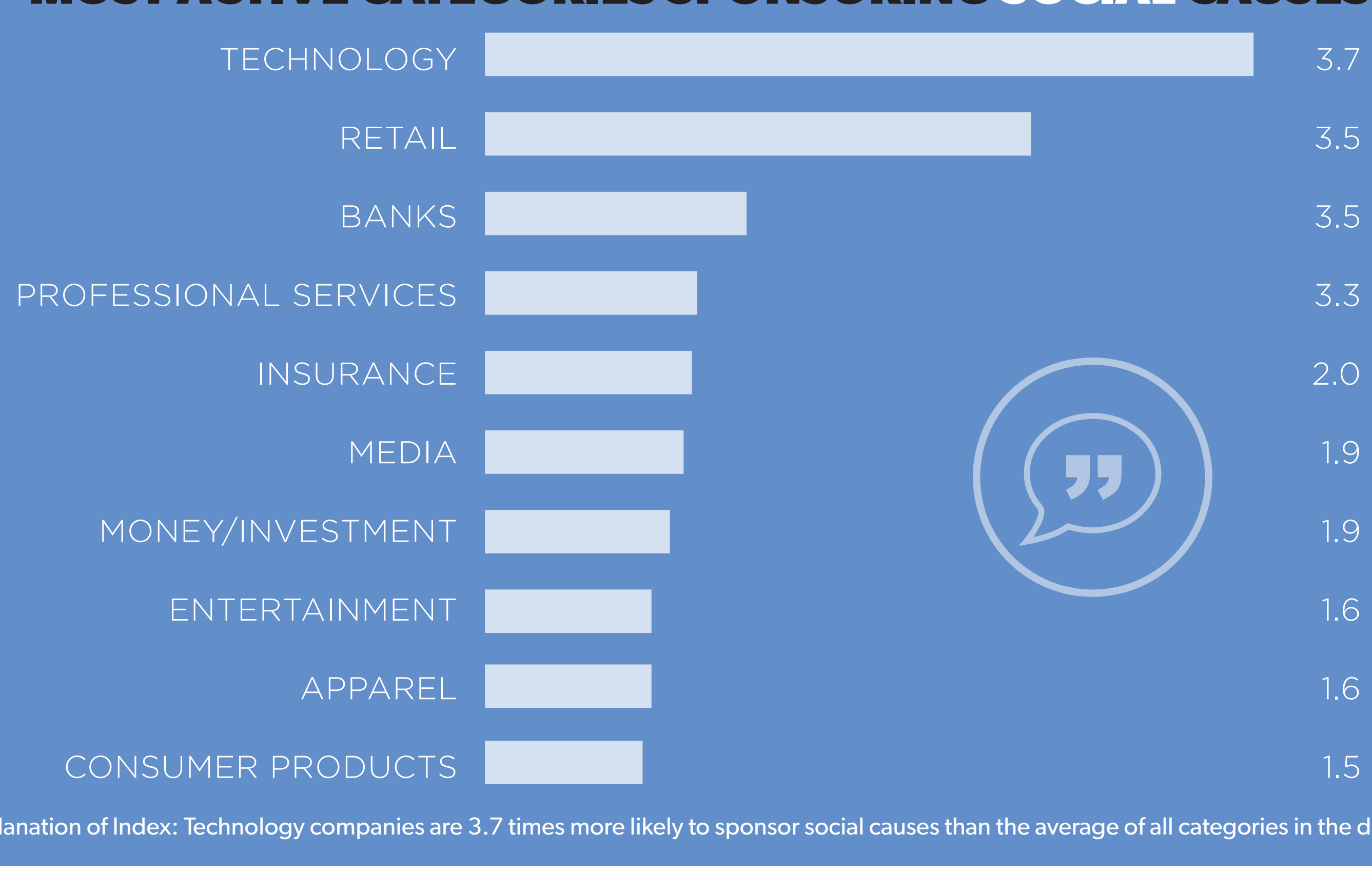
## MOST ACTIVE CAUSE SPONSORS: By Category

## MOST ACTIVE CATEGORIES SPONSORING HEALTH CAUSES



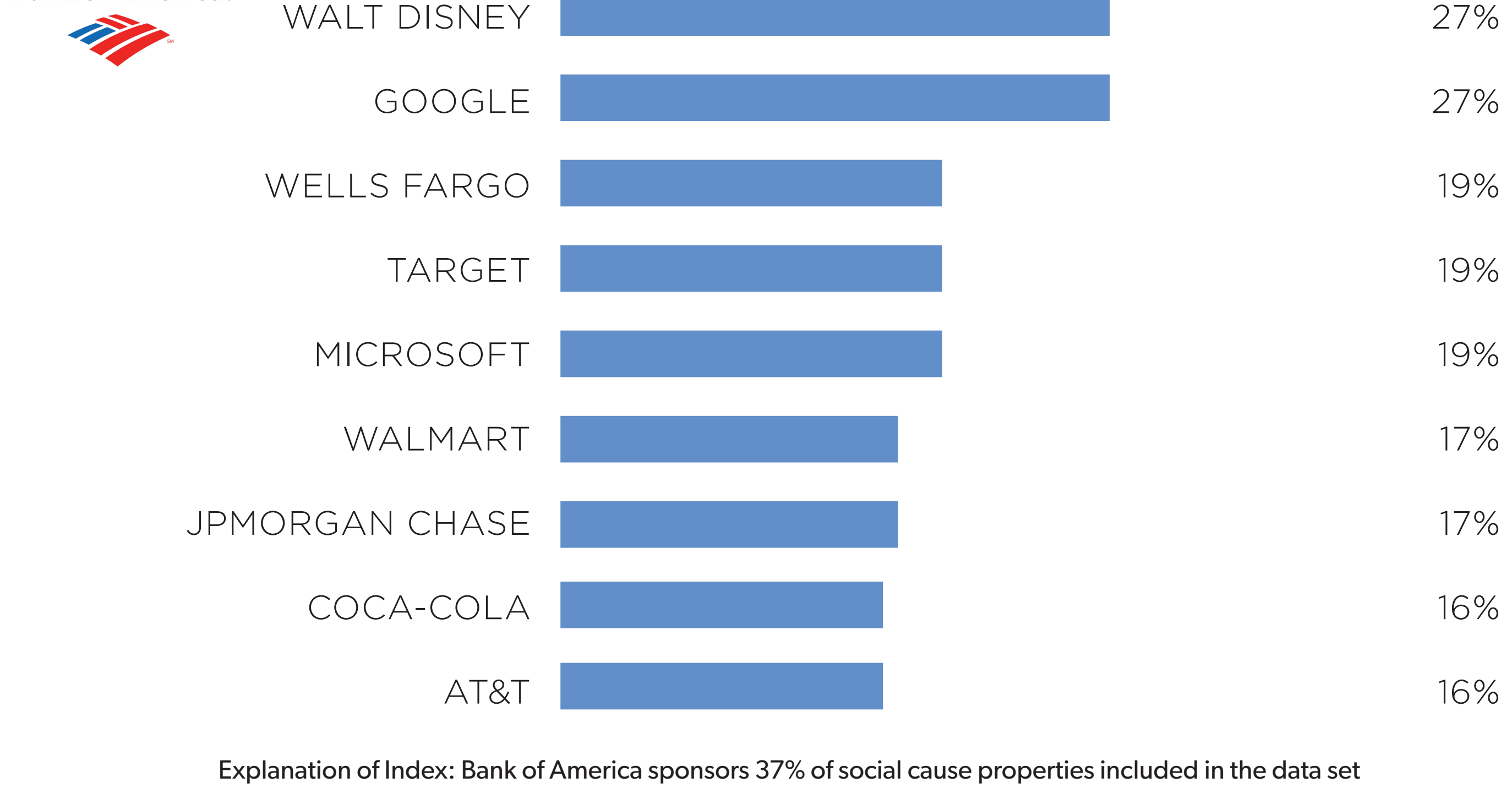
Explanation of Index: Genentech sponsors 24% of health cause properties included in the data set

## MOST ACTIVE CATEGORIES SPONSORING SOCIAL CAUSES



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



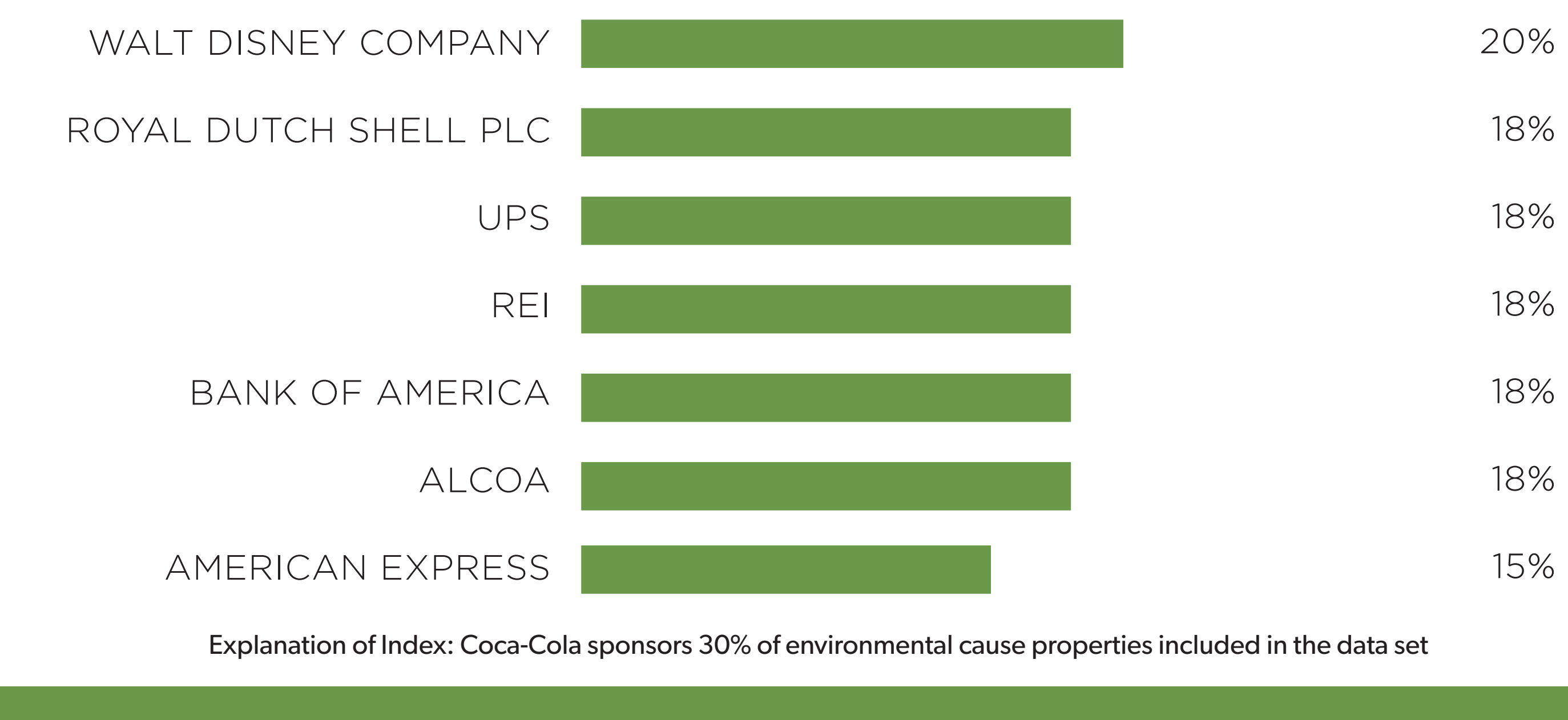
Explanation of Index: Bank of America sponsors 37% of social cause properties included in the data set

## MOST ACTIVE CATEGORIES SPONSORING ENVIRONMENTAL CAUSES



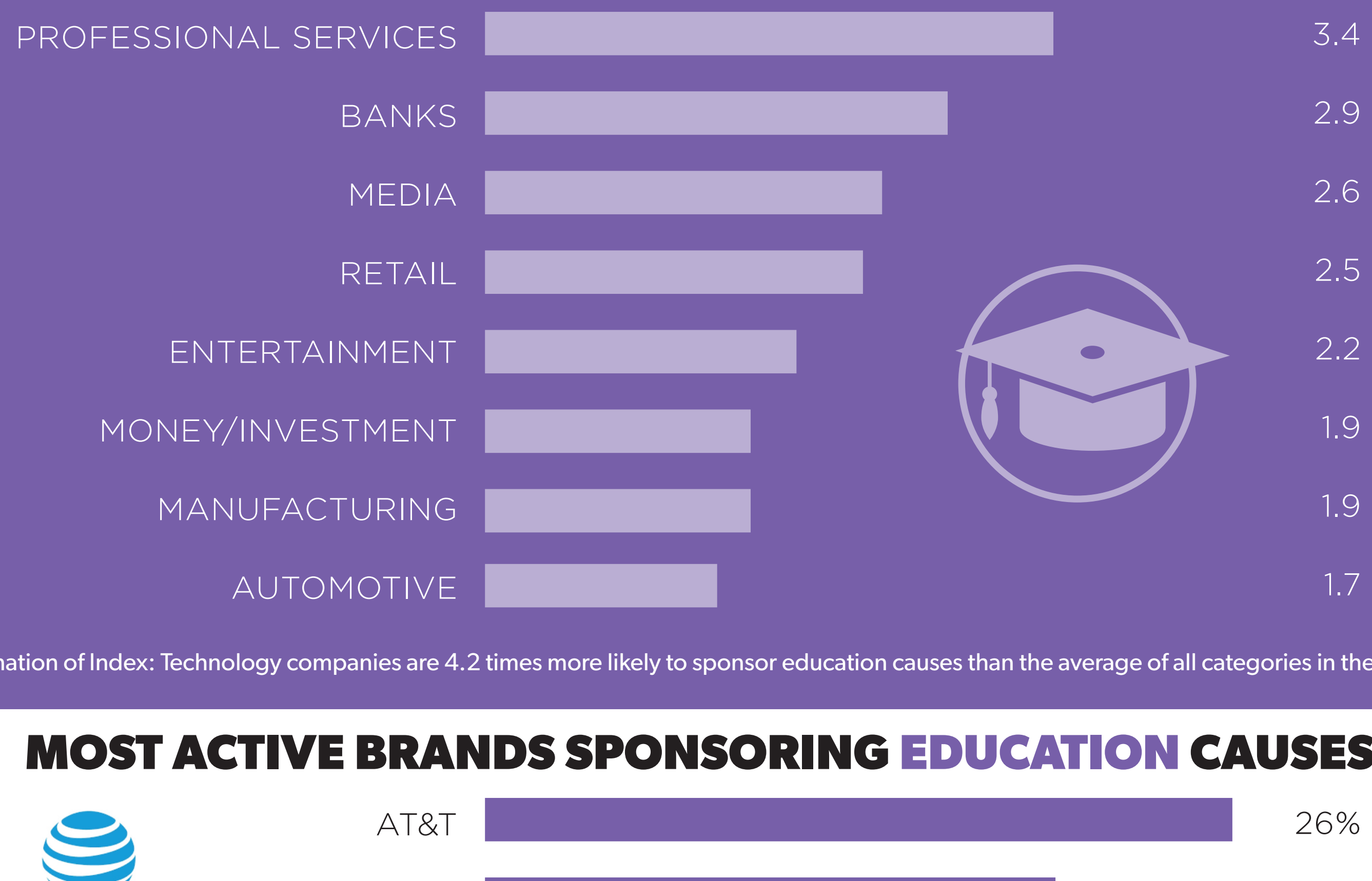
Explanation of Index: Retailers are 3.7 times more likely to sponsor environmental causes than the average of all categories in the data set

## MOST ACTIVE BRANDS SPONSORING ENVIRONMENTAL CAUSES



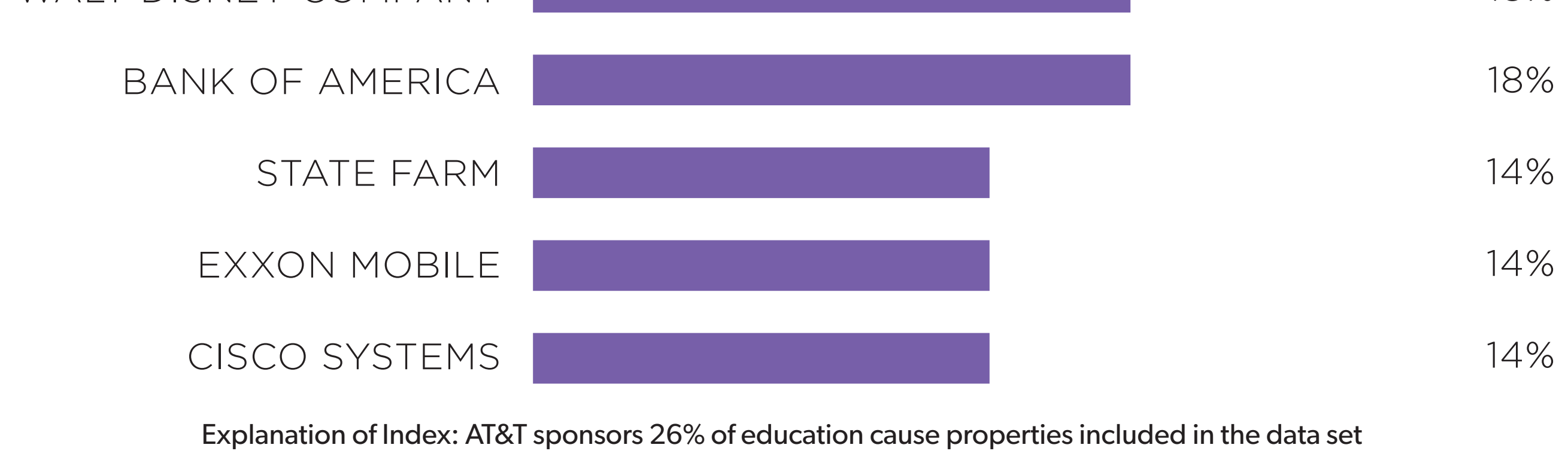
Explanation of Index: Coca-Cola sponsors 30% of environmental cause properties included in the data set

## MOST ACTIVE CATEGORIES SPONSORING EDUCATION CAUSES



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&amp;T sponsors 26% of education cause properties included in the data set