

— THE —
CELEBRITY
— SOURCE —

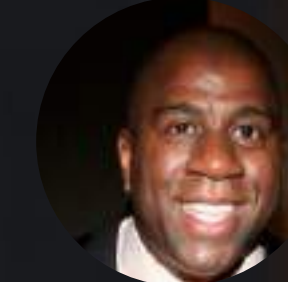
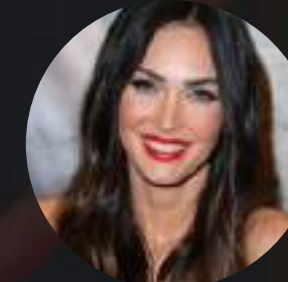
**NON-PROFIT / CAUSE MARKETING
CELEBRITY PARTNERSHIPS
CASE STUDIES**

Over 35 years matching the perfect celebrity for your
brand, event, cause, or campaign!

WHY CHOOSE THE CELEBRITY SOURCE?

- 35+ years of celebrity booking experience – specialty working with non-profits and causes.
- We work on YOUR behalf (not the talent) to meet your needs, budgets, and priorities.
- Connections with thousands of celebrities (ex: TV, film, sports, music, experts, etc.).
- Trusted relationships with celebrity teams (managers, publicists, agents, assistants, directly).
- Insight into celebrity connections and support of various causes and non-profits.
- Success in getting celebrities to say YES! for low/no fees.
- We work with multicultural and diverse stars and communities.
- Oversee all talent-related details (ideation, negotiation, logistics, on-site wrangling, etc.)
- Broad experience in strategic concepting/activation for talent involvement
- Celebrity involvement helps increase cause awareness, trust, media attention, donations.
- Seamless team communication, documentation, and reporting.
- Long-term clients that have worked with us for 5, 10, even 20 years!
- Our team is unstoppable in keeping our clients happy and in achieving their goals.
- Women-Owned Small Business

35+ YEARS OF SUCCESSFUL CELEBRITY CAMPAIGNS



...AND MORE!



AND MANY MORE!

EXAMPLES OF WAYS TO USE CELEBRITIES

ENDORSEMENTS &
SPOKESPERSONS

EVENT APPEARANCES

PR & MARKETING
CAMPAIGNS

ONLINE & SOCIAL
MEDIA CAMPAIGNS

SATELLITE MEDIA
TOURS

CELEBRITY HONARARY
ADVISORY BOARDS

CELEBRITY SPEAKERS

CELEBRITY SURVEYS

CELEBRITY
AUCTIONS

HEALTH-RELATED
MARKETING

VIDEO NARRATION

BLOGS

CELEBRITY CANCER
SCREENINGS

CELEBRITY PSA'S

GOLF EVENTS

MEDIA QUOTES

TALK SHOW
APPEARANCES

ONLINE PANELS

VIDEO SHOUT OUTS
FOR PATIENTS/STAFF

ZOOM 'FIRESIDE'
CHATS

How we motivate a Celebrity to say YES!

- Authentic connection to the cause, personally touched (self, loved one)
- Communication that cuts through the clutter for talent inundated with requests
- Trusted, long-term relationships with talent teams receptive to our projects
- Quality talent/project management that entices celebrities to work with us
- Talent desired PR/media exposure – knowing when they want visibility
- Connection to state, market, nature or activities of event/activation
- Personally interested in the event activity (sports, art, wellness, etc.)
- Interest in having access to other celebrities/VIPs who may be at the event
- Perks & Gifts (SWAG)
- Entering through the right door for the talent!
- Right timing for celebrity schedule
- Persistence and follow-up (continuously putting request on front burner)
- Starting with easier ask, and leveling up the relationship
- Post-Activation relationship management (Thank Yous, project results)

DON'T MESS WITH TEXAS (Anti-Littering Campaign)



CAMPAIGN OVERVIEW

“Don’t Mess With Texas” - the anti-littering campaign by the Texas Department of Transportation - partnered with Texas-affiliated celebrities to put a stop to the uptick in litter.

Numerous celebrities and influencers with ties to Texas posted videos on their social media platforms and select iconic Texas personalities were featured in TxDOT PSAs (TV, Radio and Digital).

There was 109% increase in PR value and 80% increase in impressions by utilizing celebrities. Earned PR achieved as high as 4.4 Billion Print/Online impressions and \$177 Million in PR value.

Participating celebrities include Matthew McConaughey, Eva Longoria, Joe Jonas, Mark Cuban, Ethan Hawke, Kelly Clarkson, Ally Brooke, Marsai Martin, George Strait and more!



NO KID HUNGRY– CELEBRITY FUNDRAISER

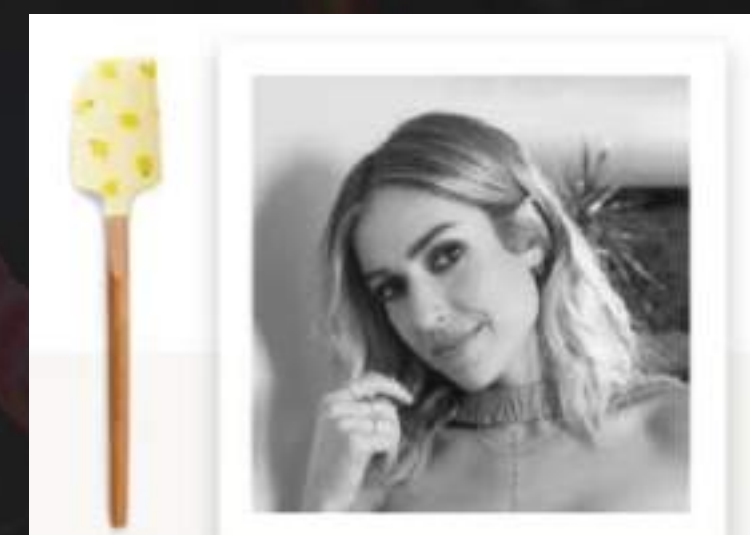
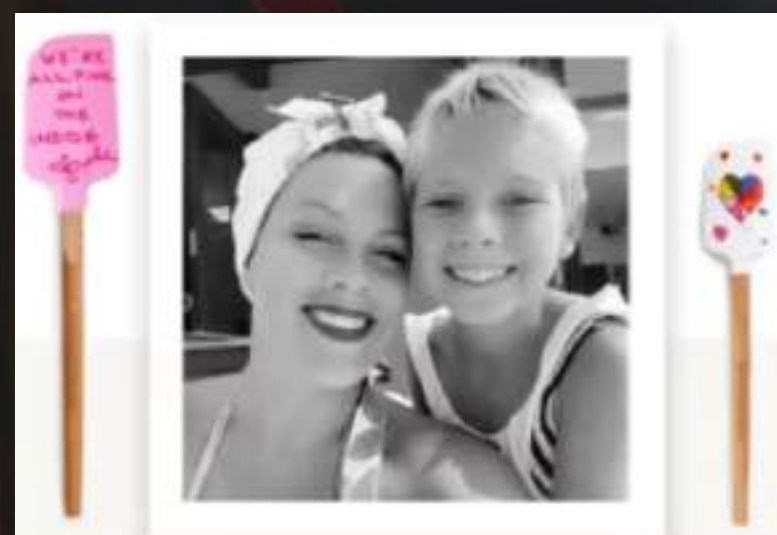
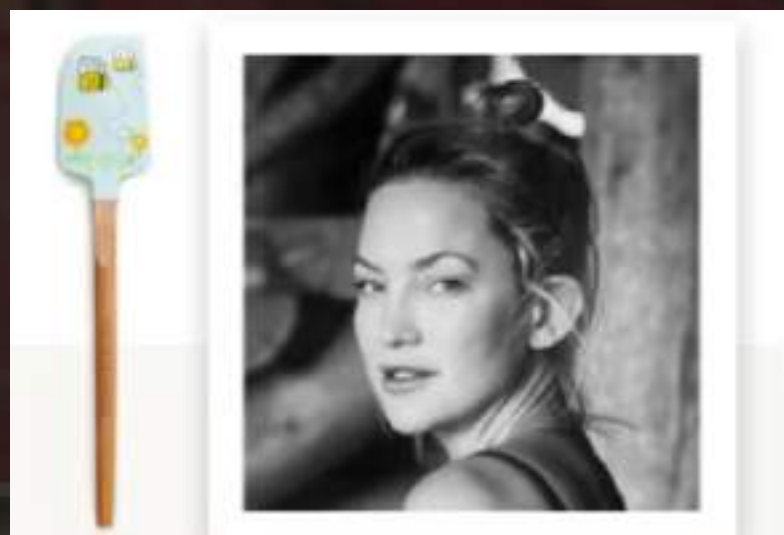


CAMPAIGN OVERVIEW

Williams Sonoma's Annual 'Tools for Change' fundraising program benefitting No Kid Hungry, the goal is to partner with top tier celebrities to design a custom spatula from which proceeds will benefit the important cause.

Celebrities design a custom spatula, and help promote via their social media platforms and conduct media interviews and press releases.

Participating celebrities: Kate Hudson, Jack Black, Cameron Diaz, Terry Crews, Blake Shelton, Common, Pink, Tan France, Andy Cohen, Pink, Kristin Cavallari, Yumna Jawad, and many more!



DEPARTMENT OF HEALTH – COVID VACCINE EFFORT



CAMPAIGN OVERVIEW

CA Department of Public Health & County of LA Public Health used celebrities to promote and educate diverse communities across the state about COVID 19 Vaccinations – including African Americans, LatinX, AAPI and LGBTQ+.

A variety of celebrities and Influencers posted PSAs on their social media platforms and took part in Instagram Live Q&A Panel Talks to encourage followers to get vaccinated.

Celebrities included America Ferrera, Tyler Perry, Rita Moreno, George Takei, Edward James Olmos, Arden Cho, Jeannie Mai, Teala Dunn, Lance Gross, Vadhvir Derbez, Frankie Grande, Hill Harper and more!



WAGGLE FOUNDATION – CELEBRITY FUNDRAISER



CAMPAIGN OVERVIEW

Waggle was created to help the greater pet-loving community put an end to economic-driven pet euthanasia and enlisted animal-loving celebrities to help save the pets of individuals who can't afford their treatment due to economic hardship.

A variety of celebrities posted photos and backstories of Waggle's Pet of the Month on their social media platforms to help raise funds for and encourage their followers to donate.

Celebrities included Mayim Bialik, Miranda Lambert, Andy Cohen, Giada de Laurentiis, Tricia Helfer, Alicia Silverstone, Lindsey Vonn, and Nina Dobrev!



HOMEAID – CELEBRITY DESIGNED PLAYHOUSES



CAMPAIGN OVERVIEW

HomeAid, a non-profit organization, partnered with the Building Industry Association to build quality transitional housing where families and individuals could rebuild their lives.

They ran a campaign called the Celebrity Project Playhouse that featured seven kid-sized, state-of-the-art playhouses that had been creatively conceived by celebrities - including Courteney Cox, David Arquette, John Travolta, Bob Costas, Christine Taylor, D.L. Hughley, Marlee Matlin, and others.

The Playhouses were put on display at an event with live entertainment, and families and the community were given the opportunity to tour the playhouses for a one-of-a-kind experience.



HEART STRINGS – CELEBRITY DESIGNED GUITARS

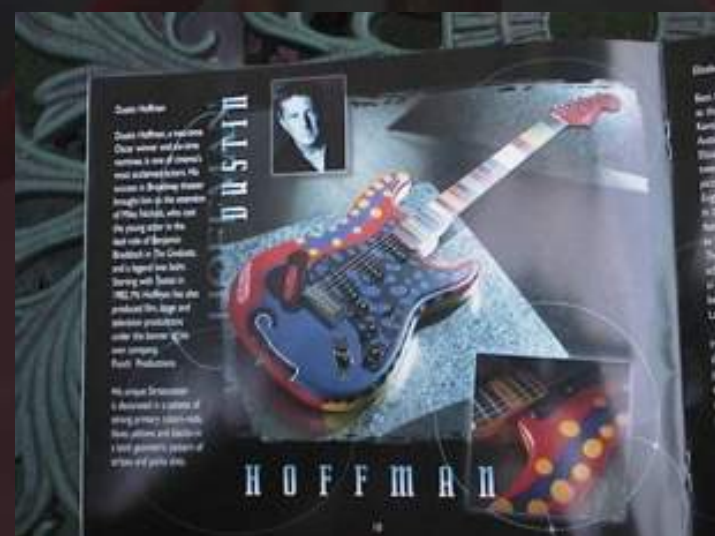


CAMPAIGN OVERVIEW

The Heart Strings campaign was a joint effort between Cast Art Industries (maker of figurines and collectibles), Fender guitars, the Fender Museum Children’s Music Center, and the American Heart Association.

Celebrities helped design bare wood Fender guitars, which were then finished with strings and other guitar elements and then auctioned at a live event. Cast Art then created miniature versions of the guitars as collectibles, with a portion of the profits benefitting the charities.

Participating celebrities included Eric Clapton, Whoopi Goldberg, Dustin Hoffman, Katie Couric, Elizabeth Hurley, Carson Daly, and others.



HOPE PAIGE – CELEBRITY DESIGNED MEDICAL IDS

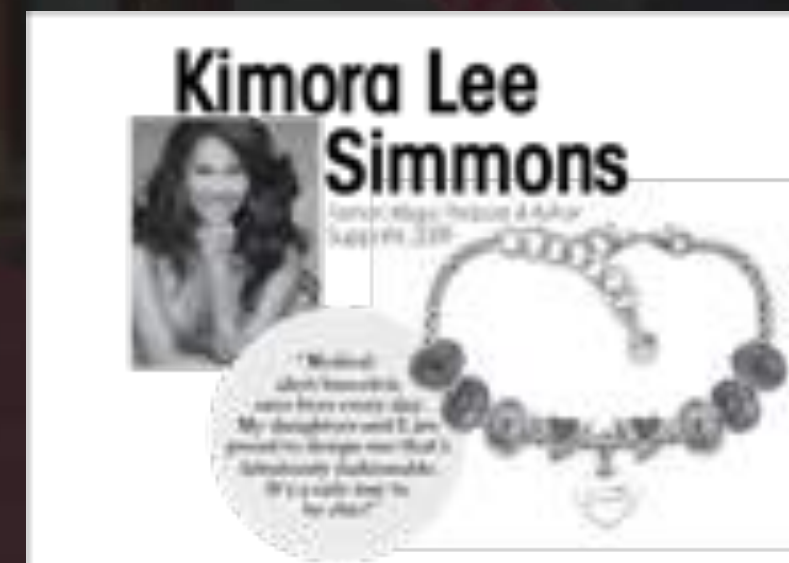


CAMPAIGN OVERVIEW

This campaign was created to encourage people to help save lives by wearing Medical ID bracelets – to help do so, celebrities stepped in to help design medical alert jewelry to raise awareness about the lifesaving importance of medical alert jewelry.

Celebrities were asked to design a stylish medical alert bracelet, which was then mass produced and sold online with 100% of the profits going to the medical-related charity of the celebrity's choice.

High-profile celebrities who participated included **Kimora Lee Simmons, Melissa Joan Hart, the late Meat Loaf, Greg Grunberg,** and others.



ARISTOCRAFT CABINETRY - FEED THE HeART



CAMPAIGN OVERVIEW

Celebrities painted bare wood cabinets which were then displayed at the Art Institute of Chicago. A reception was also held to raise funds and awareness for **Share Our Strength**. The celebrity art then went on tour with Aristokraft, and was also displayed at Kitchen & Bath Conventions around the country.

OF NOTE: Public relations and promotional efforts resulted in national and local TV coverage, including an HGTV special, a half-page *Better Homes & Gardens Kitchens/Baths* story featuring Oscar-winner and artist Marlee Matlin, a half-page article in the *Sunday Chicago Tribune*, and extensive publicity in industry trade and business publications.

Estimated total consumer impressions topped 7 million in the first three months of the publicity program alone.



RED SHOE INITIATIVE – CELEBRITY SIGNED SHOES

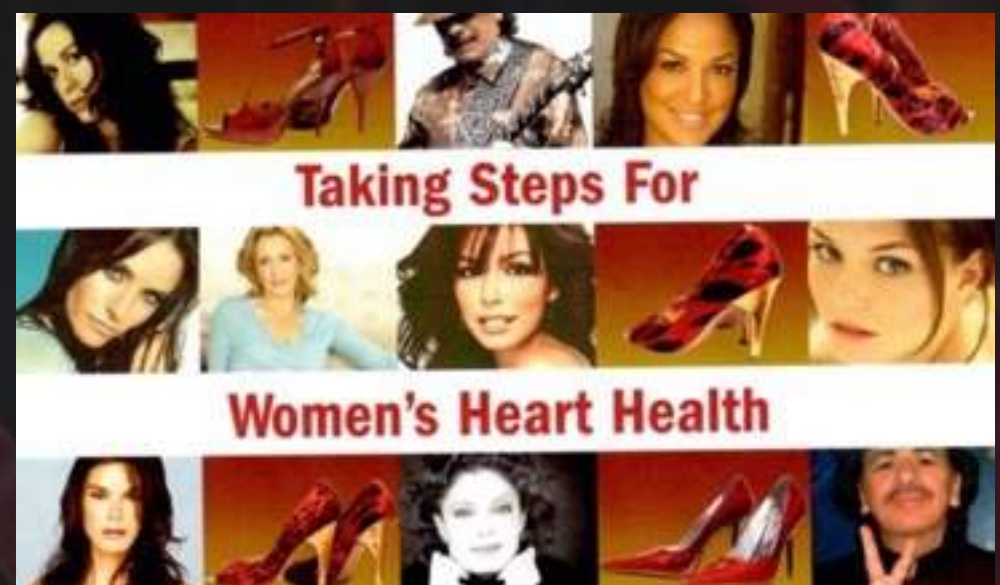


CAMPAIGN OVERVIEW

The Red Shoe Initiative was a national health education campaign that inspired women to “step up” to better heart health.

It consisted of an online charity auction of red shoes autographed by prominent celebrities with proceeds benefiting multiple national organizations that encouraged women’s health and wellness.

Participating celebrities included Carlos Santana, Eva Longoria, Susan Sarandon, Teri Hatcher, Alanis Morissette, and others.



PARTIAL LIST - CLIENTS



CLIENT TESTIMONIALS



“The team at The Celebrity Source brings strong relationships, excellent business management skills and a positive attitude towards their partnerships.” *Katie Patterson, Vice President – MSL*



“Their coordination was flawless ensuring that everything worked like clockwork!” *Phil Keoghan, Host – “The Amazing Race”*



“...how much you and your company have contributed throughout the years to making the Toyota Pro/Celebrity race the premier event of its kind in the country, if not worldwide!” *Les Unger, National Manager – Toyota Motorsports*



“The team at The Celebrity Source are ‘platinum professional’ – from the first phone call to the close of our business interaction. Every second they were on the ball, honest and determined... working night and day to fulfill our desired expectations.” *Nancy Hamilton, Producer/Director – Sierra Health & Wellness Centers*



“Working with The Celebrity Source team was a dream come true – they were creative, thoughtful, and fearless in their approach, and our event exceeded our expectations with their help! If you want to take the guesswork out of sourcing talent, The Celebrity Source is the way to go.” *Benjamin Nathan, Founder/Director – All of US Films*



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