

# ENDEAVOR IMPACT

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# IMPACT AT ENDEAVOR

With one of the largest cultural footprints on earth, Endeavor has the ability to influence perception and frame collective understanding. Born from this responsibility, we launched Endeavor Impact, our company-wide initiative to shape and promote a better world.



**WE CREATED ENDEAVOR IMPACT TO HARNESS THE COLLECTIVE POWER OF OUR COMPANIES TO SHAPE CULTURE, INFLUENCE SOCIAL CHANGE, AND DEMOCRATIZE ACCESS TO OUR INDUSTRIES. THROUGH THIS FRAMEWORK, EMPLOYEES HAVE THE TOOLS AND SUPPORT TO INTEGRATE SOCIAL GOOD INTO THEIR BUSINESSES AND DAY-TO-DAY LIVES AT ENDEAVOR.**

**ROMOLA RATNAM**  
SVP Impact, Endeavor

## OUR FOCUS



### EQUITY

Supporting the fundamental rights of all people



### DEMOCRACY

Fostering change through civic engagement



### INDUSTRY ACCESS

Ensuring anyone can enter and succeed in the sports, entertainment, and fashion industries

## THE IMPACT ECOSYSTEM

GIVEN THE CHALLENGES FACING THE WORLD ARE MULTIFACETED AND DIVERSE, ENDEAVOR WORKS TO EFFECT CHANGE THROUGH A VARIETY OF CHANNELS:

### 01.

#### INDUSTRY ACCESS PROGRAMMING

Endeavor-wide Impact programs combine our industry expertise, employee participation, and Endeavor Foundation grantees to create access to and opportunity within our industry.

### 02.

#### CLIENT SERVICES

We help our clients leverage their platforms to impact the issues they care about. Support can include launching foundations, forming nonprofit partnerships, fundraising, crafting public statements, and supporting political advocacy efforts.

### 03.

#### EMPLOYEE MOBILIZATION

Through volunteer opportunities, guest speakers, and ongoing communications and activations, we create outlets for employees to engage with the causes most important to them.

### 04.

#### POLITICAL ENGAGEMENT

The Endeavor Action political action committee was formed by Endeavor employees in the wake of the 2016 US presidential election to support leaders who champion an inclusive, entrepreneurial, innovative society.

### 05.

#### NETWORK IN ACTION

Endeavor's companies utilize their popularity and platforms to engage consumers in social impact efforts and programming.



# INDUSTRY ACCESS PROGRAMS

DESIGNED TO CREATE AND IMPROVE ACCESS AND REPRESENTATION IN THE SPORTS, ENTERTAINMENT, AND FASHION INDUSTRIES



**THE ENDEAVOR IMPACT FELLOWSHIP SERVES AS A POINT OF ENTRY FOR A GENERATION WHO RECOGNIZES THE POWER OF ENTERTAINMENT IN EDUCATING AND INSPIRING POSITIVE CHANGE IN OUR COMMUNITIES.**

ARIEL EMANUEL  
CEO, Endeavor



**Manifest Works trainees on set**  
Impact on Set grantee Manifest Works provides a 12-week transformative workforce development program including hands-on training at production houses, at sound stages, and in post-production facilities.

## IMPACT FELLOWSHIP

In February 2020, we opened applications for the inaugural Impact Fellowship class. The Impact Fellowship consists of entry-level positions for individuals who seek to create lasting social change within the sports, entertainment, and fashion industries.

During the two-year program, Impact Fellows receive leadership training, activism coursework, executive mentorship, round-trip transportation, a stipend to offset living costs, and dedicated resources to pursue a fellowship project combining their impact interest with their future role in the sports, entertainment or fashion industries.

## IMPACT ON SET

Impact on Set creates opportunities for marginalized populations to enter and succeed in the entertainment industry. Inspired by the involvement of our company and clients in the film “Just Mercy” and broader criminal justice reform efforts, the first iteration of the program was targeted to support, intake, train, and place formerly incarcerated individuals in below-the-line entertainment positions. Endeavor Content also pledged to hire individuals who went through the Impact on Set program as production assistants.

## NXT

NXT programs are held virtually throughout the year to educate impact-minded individuals about our industries and provide tangible steps to start or advance their careers. The initiative launched with **Summer Series** in partnership with HBCU in LA, and **MICHAEL B. JORDAN's** Outlier Society Fellowship program.

## SPOTLIGHT

# IMPACT FELLOWSHIP RECRUITMENT

To change our industry, we knew we needed to be intentional and proactive about recruitment for the program. We implemented a social media campaign across Facebook, Instagram, Twitter, YouTube and LinkedIn. The campaign targeted a diverse and wide-ranging audience including students attending colleges serving diverse audiences (e.g., Historically Black Colleges and Universities, Hispanic-serving institutions), with an emphasis on students in both urban and rural areas, as well as veterans. We also provided prospective applicants with multimedia assets to educate about our company, the program, and what we were looking for in a candidate.



CHECK OUT OUR SUMMER SERIES RECRUITMENT VIDEO

# EMPLOYEE MOBILIZATION

OPPORTUNITIES FOR EMPLOYEES TO ENGAGE WITH THE CAUSES AND ORGANIZATIONS THEY CARE ABOUT

## IMPACT SESSIONS

Impact Sessions are virtual conversations with industry experts that educate employees on pressing issues and provide ways to get involved. 2020 Impact Sessions included:



### FEEDING AMERICA

Addressing the nationwide food crisis, particularly during COVID-19



### BAIL PROJECT

Combating mass incarceration through bail reform



### CHILDREN'S DEFENSE FUND

Combating the effects of institutionalized racism on our children, hosted by **ALISHA WAINWRIGHT**



### INNOCENCE PROJECT

Discussing the death penalty and injustices in the criminal justice system, moderated by **JOAN SMALLS**



### DEFY: DISASTER AND MALIBU FOUNDATION

Understanding the increase in wildfires and correlation to climate change with **RORY KENNEDY**



### AMERICAN CORPORATE PARTNERS

Elevating the stories of veterans transitioning from active duty to the civilian workforce



### ANTI-RECIDIVISM COALITION (ARC)

Understanding the criminal justice system and life in lockdown

## EMPLOYEES GIVING BACK

To promote community engagement outside the company, Endeavor offers full-time employees three days of paid time off to volunteer in the communities where they live and work.

In 2020, among many other initiatives, Endeavor employees mentored veterans transitioning into the civilian workforce through our partnership with American Corporate Partners.

### American Corporate Partners Mentorship Program

Endeavor employees mentored veterans transitioning into the civilian workforce through our partnership with American Corporate Partners through a yearlong program. Each employee was matched one-on-one with a current or prior member of the US Armed Forces to support them on their career journey.



**I COULDN'T BE MORE PROUD THAT ENDEAVOR PARTICIPATED IN THIS PROGRAM... IT'S BEEN AN INCREDIBLE EXPERIENCE GETTING TO KNOW MY MENTEE, LEARNING ABOUT HIM, AND HELPING HIM UTILIZE HIS VAST SKILLS FROM THE ARMY RESERVE TO NAVIGATE THE CORPORATE WORLD.**

**BEN KANTER**  
Account Executive, Endeavor

## Crisis Text Line

Endeavor employees signed up to become Crisis Counselors with Crisis Text Lines, which provides a free 24/7 hotline to individuals experiencing crisis in the US, Canada, Ireland, and UK. Crisis Counselors answer texts from people in crisis, bringing them from a hot moment to a cool calm through active listening, collaborative problem solving, and safety planning.

## Free Arts NYC

Endeavor employees helped Free Arts NYC, an organization that empowers underserved youth through art and mentoring programs, move their after school programs online by providing video and technical support.

## The Hollywood Reporter Young Executive Program

Executives across WME and Endeavor Content formed pods to mentor *The Hollywood Reporter* mentees at dedicated sessions bi weekly throughout the school year at the offices. Through the mentorship program executives curated professional development opportunities for mentees to learn more about the industry, hosted a "WME Day" to teach them about roles at the company, joined mentees for their SAT prep, and advised them through the college application process.



Participants in *The Hollywood Reporter* Young Executive Program with **OPRAH**

# CLIENT SERVICES

WORKING WITH CLIENTS TO UTILIZE THEIR PLATFORMS AND REACH TO ELEVATE CAUSES AND ADVANCE CHANGE

## HOW WE HELP OUR CLIENTS



### CAUSE CONSULTING

We help passionate clients enact change by leveraging their access, influence, and platform for a cause. Additionally, through strategic partnerships with organizations, we develop mutually beneficial relationships that support the client's brand and philanthropic passions.



### FOUNDATION LAUNCH

We work with clients to develop their own nonprofit organizations, from ideation to execution, and advise on the most fitting strategic direction for their goals and mission.



### FUNDRAISING

To optimize fundraising efforts for our clients, we help build valuable brand partnerships, design tour integrations, advise on portion-of-proceed campaigns, and create unique one-off experiences to support their cause.



### GOVERNMENT RELATIONS

Our experts are available to help clients navigate government relations, such as policy work, advocacy, and voter engagement.



Cast of "Schitt's Creek"

## OUR CLIENTS + COVID RELIEF

### DAN LEVY

In partnership with the "Schitt's Creek" cast, **DAN LEVY** launched a week-long Instagram campaign benefiting Feeding America and Food Banks Canada, two organizations facing increased need due to COVID-19. The cast ultimately raised over \$200,000.

### ANGELINA JOLIE

**ANGELINA JOLIE** donated \$1 million to No Kid Hungry to help fight child hunger, activated the press, and wrote a letter to government officials to combat the hunger crisis in America.

### NICK KROLL

**NICK KROLL** and the **BIG MOUTH** cast hosted a virtual table reading to entertain fans and raise funds for Feeding America. More than 26,000 viewers tuned in live, raising over \$100,000. The donations provided one million meals to families across the US

### BELLA HADID

**BELLA HADID** made contributions to Feeding America and Food Bank NYC to support families experiencing hunger due to COVID-19. As the unemployment rate and hunger crisis increased, **HADID** used her social media platform to raise awareness and funds to help provide families and individuals with access to food.

### BONG JOON HO

**BONG JOON HO** teamed up with "Parasite" actor and frequent collaborator Song Kang Ho to each donate 100 million won (\$82,000) to COVID-19 relief efforts in South Korea.

### JOSH GAD

**JOSH GAD** developed a YouTube series called "Reunited Apart," where he reunited casts from legendary films to provide entertainment to those in quarantine. In addition to entertaining fans, each episode raised funds for nonprofits responding to the COVID-19 crisis.



ANGELINA JOLIE



NICK KROLL



BELLA HADID's Instagram post in support of Feeding America and Food Bank for NYC



BONG JOON HO



JOSH GAD

# NETWORK IN ACTION

ENDEAVOR COMPANIES AND EVENTS LEVERAGING THEIR GLOBAL REACH AND INFLUENCE TO PROMOTE CHANGE WITHIN ENTERTAINMENT, SPORTS, FASHION, AND MARKETING

## ENTERTAINMENT

### WME

#### SCRIPT AND PITCH PROGRAM

A module will be added to WME and Endeavor Content’s script coverage training that includes action items from the #ChangeHollywood roadmap, and discusses the potential impacts of storytelling on culture. The program aims to ensure that employees, particularly at the entry-level, have outlets to discuss insensitive or misdirected material that may cover issues such as race, identity, crime, sexual orientation, and criminal justice.

#### CHANGE THE LENS PLEDGE

WME signed the Change The Lens pledge, committing to grow toward a production client roster where at least 15% identify as Black creatives. The Change The Lens pledge was created to ensure that representation of Black filmmakers in the commercial and music video spaces are reflective of the US and UK populations, where approximately 15% of people identify as Black.

#### ELEVATING UNHEARD STORIES

Through representation of and partnership with some of today’s most groundbreaking creators, we are working to elevate diverse voices and amplify historically excluded narratives on stages, screens, and everywhere in between.



**RADHA  
BLANK**

**NOA  
KIREL**

**DAVEED  
DIGGS**

**DREAM  
HAMPTON**

**MARISA  
ABELA**

**MELISSA  
KING**

### SPOTLIGHT

## #CHANGEHOLLYWOOD



HOLLYWOOD WILL NOT CHANGE ITS LONG LEGACY OF RACISM ON ITS OWN, BUT WITH PARTNERS LIKE WME AND ENDEAVOR CONTENT WILLING TO LEAD THE INDUSTRY, WE WILL CREATE A ROADMAP TO ACHIEVE RACIAL JUSTICE

**RASHID SHABAZZ**

Chief storytelling and marketing officer at Color of Change

As part of Endeavor’s commitment to addressing racial equity within our companies and the entertainment industry at large, we aligned with Endeavor Foundation grantee Color of Change and client **MICHAEL B. JORDAN** to sign on to the #ChangeHollywood roadmap. The initiative outlines steps toward a more equitable and inclusive industry and encourages companies across the entertainment landscape to do the same.

The below table is an overview of our full commitments, the status of each, and the timeline to complete them. As of January 2021, we are on track to complete all commitments within one year of pledging them—by June 2021.

#### INVESTING IN ANTI-RACIST CONTENT AND AUTHENTIC BLACK STORIES

COMMITMENT	COMPANY	TARGET COMPLETION	STATUS
Host an annual company and client conversation to discuss antiracism in film, television, and digital content.	WME & Endeavor Content	Q2 2021	🌓
Develop system to flag content that contains implicit and harmful bias during the script coverage and development process.	WME & Endeavor Content	Q4 2020	🟢
Compile and distribute resources for clients, content creators, executives, and partners including: cultural consultants and issue experts, database of Black crew, vendors and suppliers, materials to assist in shifting away from harmful portrayals of Black communities.	WME & Endeavor Content	Q1 2021	🌓
Develop a set of antiracist values for the greenlighting of projects.	Endeavor Content	Q3 2020	🟢
Conduct an independent racial justice audit of a set of representative content.	Endeavor Content	Q2 2021	🌓

# ENDEAVOR FOUNDATION

ENDEAVOR'S 501C3 NONPROFIT DEDICATED TO INCREASING ACCESS AND OPPORTUNITY IN OUR INDUSTRIES

The Endeavor Foundation works to ensure that the sports, entertainment, and fashion industries are accessible to all, and reflective of the populations that live in our communities and consume our content.

We strive toward a reality in which no person is prohibited from entering and reaching the highest levels of our industries based on race, economic status, sexual orientation, religion, gender, or any other bias.

## OUR FOCUS AREAS

We promote lasting change by investing in every stage of an individual's lifecycle in the industry:



### EXPOSURE K-12 YOUTH

Reinforcing education and inspiring the next generation of artists and athletes



### ACCESS 18-24 JOB SEEKERS


Ensuring all people, regardless of background or location, have equal access to enter and succeed in entertainment, sports, and fashion




### EQUITY INDUSTRY PROFESSIONALS

Promoting equity and upward mobility for people throughout our industries

## HOW WE DO IT

 **Grantmaking** The evaluated gifting of funds to organizations that aim to create more access and opportunity for all individuals, making our industry and the world more inclusive

 **Proximity Building** Increasing the number and quality of relationships between underrepresented communities and our industry

## GRANTMAKING VALUES

### 01.

#### MEASURABLE IMPACT

We intend to see the social return on our foundation investments. Our partners will be able to demonstrate their impact via strong qualitative and quantitative data. From direct services to systems change, we will understand how we are moving the needle, and to what extent.

### 02.

#### RESILIENCE

Both the programs we invest in and the organizations themselves must demonstrate their ability to stick around. We will focus on organizations that are financially resilient. We will focus on grantees and programs that provide continued impact.

### 03.

#### COLLABORATION

Real change doesn't happen without collaboration. We will work with organizations and partners that recognize this. We invest in the strength and potential of intersectionality and togetherness.

### 04.

#### COMMUNITY BUILDING

Our Foundation will prioritize work that not only builds up individuals and systems, but that leverages community. Change requires support, so empowering and engaging multiple stakeholders in the benefits and outcomes of programming is imperative. We know that. So will our grantees.

### 05.

#### VISIONARY GOALS

We will prioritize supporting the seers, the dreamers, and the challengers. Industry inclusion happens slowly. We will invest in leaders and programs that can see the future and want to accelerate our time to arrival.

### 06.

#### EDUCATION

Education is still one of the most reliable indicators of success. We will support education across the spectrum. From teaching young people about different careers to reskilling veterans, all avenues of education will play a role in our partners' programs.

### 07.

#### LEADERSHIP\*

We believe in investing in organizations that have Black, Female, Latinx, Queer, and other historically oppressed groups as leaders—in their staff and on their boards. Leadership should share the lived experiences of the communities they serve and have a vested interest in their success.

\*Added in June 2020 as part of our #ChangeHollywood commitments

# APPENDIX

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SPOTLIGHT

# SUMMER SERIES

## POWERED BY ON LOCATION

In the wake of the onset of the COVID-19 pandemic, when internship and entry-level roles were scarce, we created Summer Series to provide individuals from all walks of life with the opportunity to learn about entering and succeeding in the industry from home.

Seventy-eight industry leaders provided classroom style sessions on their areas of expertise, including Endeavor’s Ariel Emanuel, Patrick Whitesell, Kerry Chandler, Ivan Bart, and clients **MALCOLM GLADWELL, MARSHAWN LYNCH, 24KGOLDN**, as well as Miss Universe 2019 Zozibini Tunzi, Miss USA 2019 Cheslie Kryst, and many more.

### SESSIONS LED BY INDUSTRY POWER PLAYERS ARE DESIGNED TO HELP STUDENTS:



Learn more about careers in these fields



Expand professional knowledge and understanding about the entertainment, sports, and fashion industries



Activate entertainment platforms for social change



**IT REALLY WAS MY FAVORITE PART OF THE SUMMER AND I LOOKED FORWARD TO IT EVERY SINGLE DAY. THANK YOU FOR MAKING THIS PROGRAM SO ACCESSIBLE FOR STUDENTS WHO LOST INTERNSHIPS THIS SUMMER...IT WAS A HUGE HELP!**

SUMMER SERIES PARTICIPANT



## SUMMER SERIES BY THE NUMBERS

1,300 STUDENTS

50 US STATES

28 COUNTRIES

50 LIVE, VIRTUAL CLASSES

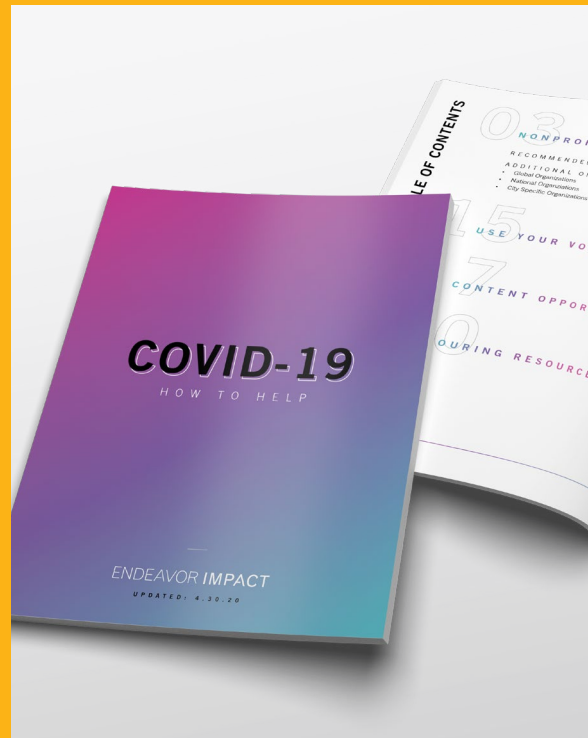
78 GUEST SPEAKERS

[WATCH OUR SUMMER SERIES RECAP VIDEO](#)

SPOTLIGHT

# COVID-19 RELIEF

## ENDEAVOR CAME TOGETHER WITH COLLEAGUES AND CLIENTS TO HELP THOSE AFFECTED BY COVID-19



CLICK to view our COVID-19 - How To Help document.

### ACROSS THE COMPANY

#### PBR #BUCKTHEVIRUS

PBR launched #BuckTheVirus to raise funds for Protect the Ride, a fund founded in partnership with the Western Sports Foundation (WSF) to aid cowboys and bull stock contractors in need. The campaign raised over \$60,000 through t-shirt sales, and educated followers on how to flatten the coronavirus curve.

#### UFC #ALLINCHALLENGE

As part of the Fanatics All-In Challenge, UFC organized two campaigns to fundraise for Feeding America, [No Kid Hungry](#), [World](#)

[Central Kitchen](#), [America's Food Fund](#), and [Meals on Wheels](#). The first campaign offered an exclusive "Ultimate UFC Experience" in partnership with **HALLE BERRY**, while the second auctioned an all-inclusive weekend to a UFC PPV event and Las Vegas Raiders game, in partnership with [Modelo](#). UFC raised a total of \$388,510 across the two campaigns.

#### FRIEZE X CONTEMPORARY ART SOCIETY RAPID RESPONSE FUND

The Frieze x [Contemporary Art Society](#) Rapid Response Fund was created to support artists and museums across the UK during the COVID-19 pandemic. Support was raised through a crowdfunding campaign that included the sale of limited-edition facemasks designed by leading artists David Shrigley, Eddie Peake, Linder, and Yinka Shonibare. Proceeds went to purchase the artwork of six early-career artists across the UK, which were subsequently donated to local museums and galleries.

#### FRIEZE VIEWING ROOM: ARTWORKS BENEFITING THOSE AFFECTED BY COVID-19

The past two editions of Frieze Viewing Room featured dedicated exhibitions highlighting galleries who work with artists and initiatives supporting individuals, organizations, or causes affected by the COVID-19 crisis. Participating galleries contributed proceeds from the sale of artworks to charitable initiatives for those affected by COVID-19 all over the world.

#### MISS UNIVERSE ORGANIZATION X #UNIVERSEUNITED

As a way to stay connected during the COVID-19 lockdown, the Miss Universe Organization titleholders hosted over 100 interviews on Zoom and Instagram Live to spotlight causes including [Best Buddies](#), [UN Women](#), [Black Lives Matter](#), [Smile Train](#), [WIN](#), [Fair Fight](#), [WHO's COVID-19 Relief Fund](#), and [Feeding America](#).

## EMPLOYEE SPOTLIGHT

### RWQUARANTUNES

WME's Richard Weitz and daughter Demi Weitz hosted a series of star-studded virtual concerts that fundraised throughout COVID-19. What started with a \$10,000 goal quickly blossomed into a headline-grabbing relief effort. Six months later, the Weitzes eclipsed \$10 million, providing relief to COVID-related causes and many other organizations in need.

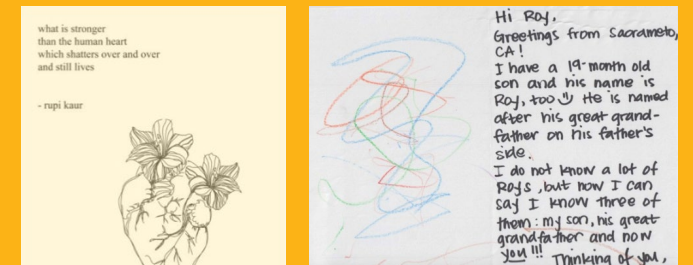


### HOW WME'S RICHARD WEITZ'S "QUARANTUNES" HIT BIGGEST MILESTONE YET

[The Hollywood Reporter](#) READ MORE

### FEEDING AMERICA

Endeavor hosted an Impact Session with Katie Fitzgerald, the EVP and COO of Feeding America, to raise awareness about rising food insecurity across the US. Employees were encouraged to spread the word about Feeding America's needs, and received resources to volunteer at local food banks.



### PROJECT ANGEL FOOD LA + NY VETERANS HOME

Employees wrote letters to individuals living in isolation during the pandemic, including elderly and vulnerable populations at [Project Angel Food LA](#) and the [NY Veterans Home](#) who could not accept visitors.

### NHS LONDON

In London, dozens of employees participated in the NHS Run for Heroes 5K Challenge, donating £5, running 5k, then nominating five people to do the same. All proceeds went to the [National Health Service](#) (NHS) workers on the frontlines fighting COVID-19.



Employees participate in the Run For Heroes 5K Challenge

## ENDEAVOR CONTENT

### CONTENT SCORECARD

Endeavor Content developed an interactive Content Scorecard that provides analytical insight into the make-up of content across its film, scripted television, non-scripted television, audio, and live departments. The Scorecard assesses the identities of creative talent, such as ethnicity, gender, sexual orientation, and disability, to hold decision-makers accountable for supporting underrepresented content creators.

### DIVERSITY & INCLUSION MEDIA COVERAGE INITIATIVE

Endeavor Content pledged to ensure at least 20% of media outlets or journalists covering Endeavor Content's projects reach communities of color or identify with a diverse group. The company also committed to sponsor a journalist who identifies with a diverse group or reaches a diverse readership to attend a high profile film festival. The D&I Media Initiative was first implemented at the 2020 Toronto International Film Festival, where 591 out of 1239 journalists and outlets represented communities of color, in line with the initiative's criteria.

### CONTENT CONSULTATION

Color of Change is providing a written analysis on five Endeavor Content scripts relating to the portrayal of underrepresented or marginalized communities. The five scripts, "Miss Vengeance," "Vengeance is Mine," "Wolf Country," "Malibu 13," and "Her Brilliance," specifically depict relationships between underrepresented communities and law enforcement.

### CONTENT INVESTMENT

#### "Just Mercy"

Endeavor Content invested in "Just Mercy" alongside the social justice fund One Community. The film was written and directed by **DESTIN DANIEL CRETTON** for Warner Bros, stars **MICHAEL B. JORDAN** and **BRIE LARSON**, and was scored by **JOEL P. WEST**. In line with the film's call-to-action to reform our criminal justice system, Endeavor Content launched a training and hiring program that provides formerly incarcerated individuals with access to the entertainment industry. WME connected **JORDAN** to Warner Media to promote the initiative throughout the studio as well.

Endeavor Impact hosted screenings of "Just Mercy" for employees, members of **MATTHEW MCCONAUGHEY's** Just Keep Livin Foundation, and **MARSHAWN LYNCH's** Fam 1st Foundation.



MICHAEL B. JORDAN in "Just Mercy"

#### "The Innocence Files"

"The Innocence Files" is a Netflix miniseries that details the personal stories of eight wrongful convictions. Based on the tireless work of lawyers at the Innocence Project, an organization working to exonerate the wrongfully convicted, the powerful series highlights the pervasive injustices of our criminal justice system. Film 45 executive produced the series, with Innocence Project founders Barry Scheck and Peter Neufeld serving as consulting producers. The series was directed by Alex Gibney, **ROGER ROSS WILLIAMS**, and Liz Garbus.

#### "Siempre, Luis"

Endeavor Content fully financed "Siempre, Luis," which was acquired by WarnerMedia's HBO Documentary for worldwide distribution during this year's Sundance Film Festival. Latinx first-time filmmaker John James created the inspiring film, which depicts the Puerto Rican migrant Luis A. Miranda Jr., who went on to shape New York politics for over three decades. Endeavor Content worked with WarnerMedia's Global Head of Marketing & Enterprise Inclusion to launch the film on HBO and HBO Max. The timing of the film was used to encourage voting among Latinx communities ahead of the 2020 US Presidential Election. Endeavor Content, in partnership with Endeavor's HOLA ERG, also hosted a conversation with Luis Miranda, in which he discussed the balance of political activism, art, and family, as well as the role of entertainment in mobilizing the Latinx. James also participated in the panel, along with Frankie Miranda (President and CEO of Hispanic Federation), and Nathalie Rayes (President and CEO of Latino Victory).

#### Social Justice Now Film Festival

Jeff and Nicole Friday, creators of the American Black Film Festival, launched the inaugural launch of the Social Justice Now Film Festival in partnership with Endeavor Content, One Community, and **MICHAEL B. JORDAN's** Outlier Society. The festival, which took place virtually in October, focuses on merging art and activism to drive lasting social and political change. The event featured screenings, community conversations, and impact activations, highlighting action-oriented resources leading up to the 2020 US presidential election. **JORDAN** and **OPAL TOMETI** served as co-ambassadors for the festival. In accordance with Endeavor Content's pledge, 66.6% of the coverage from the Social Justice Now Film Festival was reported by diverse and inclusive media. Specifically, 50% of coverage was reported by BIPOC journalists and 16.6% of media was reported by multicultural outlets.

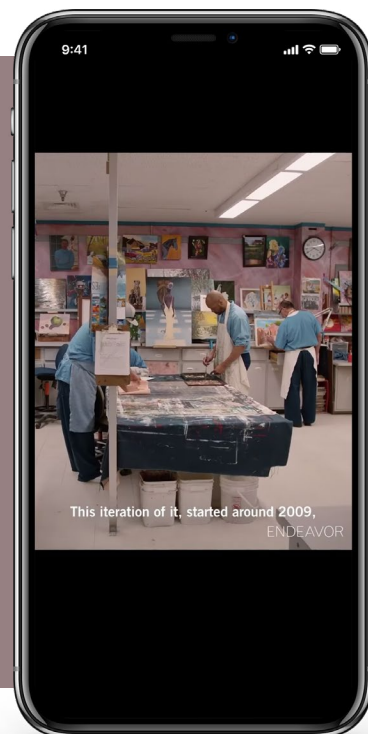
## FRIEZE

IN 2020, FRIEZE FOCUSED ITS IMPACT EFFORTS ON CREATING ACCESS AND EXPOSURE TO THE FINE ART WORLD FOR UP-AND-COMING ARTISTS AND USING ART TO EDUCATE THE CREATIVE AND COLLECTOR COMMUNITIES ABOUT INCARCERATION AND CRIMINAL JUSTICE

### ANTIRACISM & CRIMINAL JUSTICE REFORM

#### Frieze Los Angeles – Out of Bounds: An Exhibition by Artists in Custody

Frieze Los Angeles 2020 featured ‘Out of Bounds,’ an exhibition by artists in custody at the California State Prison. The facility’s art studio was founded in 2009 by men in custody as a way to give back, and remains the only studio of its kind in California. ‘Out of Bounds’ was presented by the Endeavor Foundation with assistance from the Anti-Recidivism Coalition (ARC), an organization that empowers formerly and currently incarcerated people by providing a support network, comprehensive services, and opportunities to advocate for policy change.



#### Getty Event with Art for Justice at Frieze Los Angeles

Frieze Los Angeles 2020 kicked off its Frieze Week events with a reception at the Getty Museum for the Art for Justice Fund focused on raising awareness on the issue of mass incarceration. The event extended the collaboration among Frieze, Endeavor, and the Art for Justice Fund from the sale of Mark Bradford’s limited-edition artwork Life Size in 2019.

#### The Frieze Impact Prize

The Frieze Impact Prize, created in partnership with Frieze, the Endeavor Foundation, and the Art for Justice Fund, awards \$25,000 to an artist whose work contributes to end mass incarceration in the US. The purpose of the Frieze Impact Prize is to expose the inequities of the criminal justice system, recognize those working to end mass incarceration, and challenge the public’s racially biased perceptions. The next winner will be announced in 2021.

#### frieze

Frieze magazine gave over \$150,000 worth of complimentary advertising space in support of nonprofit organizations. The allocated advertising was split between two major causes: those supporting the arts during the pandemic and social justice initiatives focusing on antiracist work.

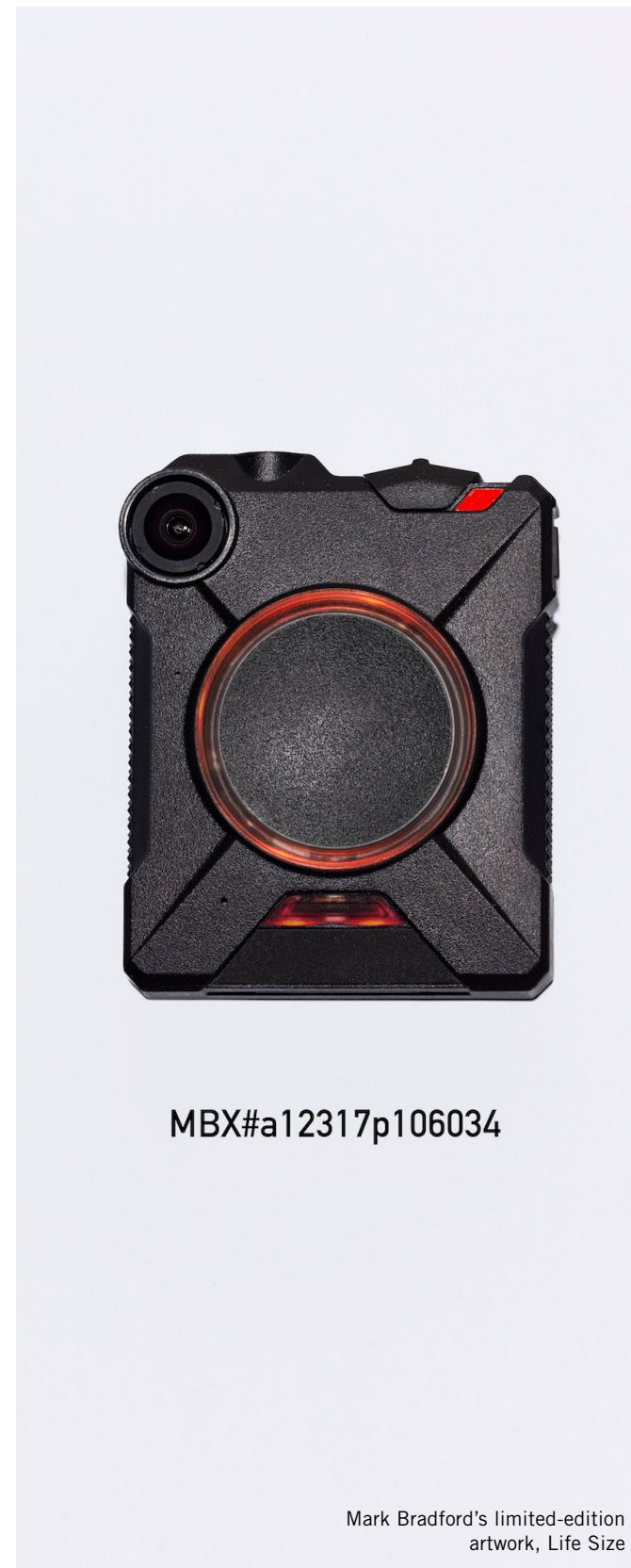
### CREATING INDUSTRY ACCESS & SUPPORTING EMERGING ARTISTS

#### Frieze Fellows Program

The Frieze Fellows program invites ten graduates of the Getty Marrow and Los Angeles Department of Arts and Culture Multicultural Internship programs to gain career experience in the commercial art sector through temporary staffing placements at the fair.

#### Deutsche Bank x Frieze Los Angeles Film Award

In partnership with the celebrated non-profit academy Ghetto Film School (GFS), the Deutsche Bank Frieze Los Angeles Film Award offers a platform and development program for emerging, Los Angeles-based filmmakers between 20-34 years



old. Through an intensive, four-month program, ten fellows from GFS created their own short films which were screened at the Paramount Theatre during Frieze Los Angeles. A jury of leading figures in contemporary art and entertainment selected Silvia Lara as the winner of the \$10,000 award for her film “Beauty Never Lost.”

#### Camden Art Centre Emerging Artist Prize at Frieze

The Camden Arts Centre Emerging Artist Prize at Frieze awards an emerging artist participating in Frieze London’s Focus section with the opportunity to deliver an exhibition at the esteemed Camden Arts Centre. 2020’s winning art, Tenant of Culture, was showcased at the institution and underpinned by an extensive program of public talks and events.

#### The Frieze x Deutsche Bank Emerging Curators Fellowship

The Frieze and Deutsche Bank Emerging Curators Fellowship is a new initiative to support UK-based curators, who identify as Black or a person of color, to address racial disparities in the country’s visual arts sector. The program provides fellows with training and access across the industry, increasing accessibility, representation, and social mobility within the arts.

#### The Frieze Artist Award, London

Released in partnership with Forma, the Frieze Artist Award presents a major opportunity for an emerging international artist to debut an ambitious new commission at Frieze London. This year’s winner, Alberta Whittle, launched her new film, Reset, during Frieze Week in London. The award gives an emerging artist the opportunity to produce a new commission that will be shown on an internationally renowned platform.

#### The Frieze Arto LIFEWTR® Sculpture Prize at Frieze New York

The Frieze Arto LIFEWTR® Sculpture Prize presents an open call for an emerging artist to develop, create, and display a new large-scale outdoor commission for Frieze Sculpture at Rockefeller Center: a free program of outdoor art curated by Brett Littman and presented in partnership with Tishman Speyer, at Rockefeller Center. The Prize underscores the shared commitment between Frieze and Arto LIFEWTR in providing support and visibility to emerging artists, promoting dialogue between artists of different generations, and making art accessible in the public.

## FASHION

THROUGH OUR FASHION COMPANIES AND EVENTS, WE'RE WORKING TO CREATE A MORE ACCESSIBLE AND EQUITABLE INDUSTRY BY ENSURING TALENTED DESIGNERS, CREATIVES, AND FASHION PROFESSIONALS OF ALL IDENTITIES AND BACKGROUNDS HAVE THE OPPORTUNITY AND RESOURCES TO SUCCEED

### BLACK IN FASHION COUNCIL PARTNERSHIP AND PLEDGE

IMG collaborated with the Black in Fashion Council to spotlight Black talent and bring conversations about racial equity to the forefront of fashion week. The partnership included presentations and content shoots hosted in the Spring Place Library. IMG signed the Black in Fashion Council Pledge to play an active role in the advancement of Black individuals in the fashion and beauty industries. Read more about the program and our commitment [here](#).

### NYFW

#### Fashion Week Goes Home with Lowe's

As part of Fashion Week Goes Home, an IMG initiative launched in partnership with **LOWE'S**, designers **CHRISTIAN SIRIANO**, **REBECCA MINKOFF**, and **JASON WU** gave back to their local communities through design. **SIRIANO** invited three essential workers to sit in the front row at his fashion show and gave them a variety of pieces from the **LOWE'S** collection, as well as a virtual styling session to revitalize their homes.



Designer Edvin Thompson with his collection at NYFW



Designer Aaron Potts with his collection at NYFW

As a board member of Gay Men's Health Crisis (GMHC) and funded by **LOWE'S**, **WU** redesigned the organization's space and donated plants and furniture from his Tulum-inspired runway to GMHC. Lastly, **MINKOFF** revamped the home office space of a female business owner through a virtual styling session.

### Beyond the Shows (BTS)

Launched in February 2019, New York Fashion Week's BTS initiative creates culturally-enriching experiences beyond the shows that feature the creative catalysts, compelling topics, and campaigns that drive fashion forward. Programming typically includes panel discussions, film screenings, and shopping events. IMG strives for meaningful, in-depth conversation with industry leaders and icons that continually push the standards and expectations of fashion.

### IMG MODELS

#### Runway for Relief

Runway for Relief is an IMG social media initiative that is aimed to raise awareness and encourage donations for the CFDA/Vogue Fashion Fund: A Common Thread for COVID-19 Relief platform. IMG helped generate more than 2.5 million views for the donation page.

### THE WALL GROUP

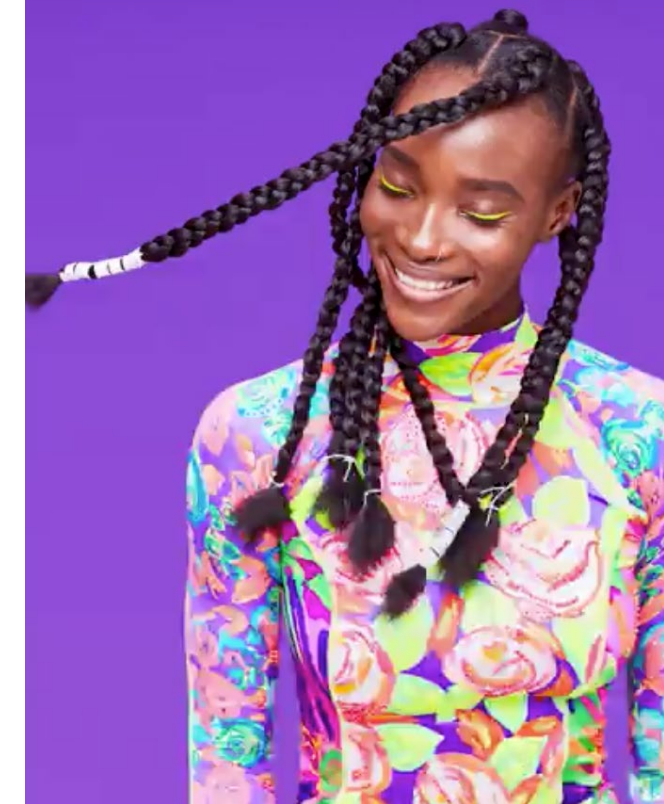
#### Industry Access Programs

The Wall Group's Incubator mentorship program was designed to give up-and-coming artists from underrepresented backgrounds industry access, guidance, and insight. The program pairs selected mentees with TWG talent from NY and LA, with future plans to expand internationally. During the six-month course, in addition to one-on-one check-ins with their mentors, mentees will attend workshops and networking events with top industry leaders and have the opportunity to work with their mentor as an assistant on-set. *InStyle* will serve as the exclusive media partner for the program and will offer mentees the opportunity to work on an editorial

shoot in June. Mentors include TWG clients Karla Welch (Stylist), Tiffany Reid (Stylist), Daniel Martin (Makeup), Kate Lee (Makeup), Naeemah LaFond (Hair), and Danilo (Hair).

TWG will also offer a corresponding virtual education program, WALLxCHANGE, which will be made publicly available to anyone interested in the fashion industry.

THE WALL GROUP INCUBATOR BOARD INCLUDES EMPLOYEES BROOKE WALL, KATE STIRLING, ALI BIRD, RIDLEY, JAY LOPEZ, BETTY MIGOMBO, ERIN DENNISON + NICOLE TAM GOLDBERG.



▶ WATCH FOR A LOOK AT THE WALL GROUP'S INCUBATOR MENTORSHIP PROGRAM

SPOTLIGHT

# NYFW: NXT

## POWERED BY ON LOCATION

The first-ever NYFW: NXT program launched on the heels of New York Fashion Week with the goal of helping lead the industry toward a more inclusive future. A total of 10,400 students, representing 101 countries and all 50 US states, participated in the virtual program, which touched on innovation, creativity, and social impact in fashion. Sessions were led by 28 industry experts, including clients **REBECCA MINKOFF**, **CHRISTIAN COWAN**, **JASON WU**, **MISA HYLTON**, **CHANEL IMAN**, **NOURI HASSAN**, **EMILY DIDONATO**, **ZACH MIKO**, **ZADRIAN + SARAH**, and **NAEEHAM LAFOND**.

A FREE, VIRTUAL TRAINING PROGRAM PROVIDING DIVERSE YOUTH WITH ACCESS TO THE INFORMATION AND TOOLS NEEDED TO ENTER AND SUCCEED IN TODAY'S FASHION INDUSTRY:

- 01 Provide accessible educational programing to inspire and empower the next generation of fashion creators, artists, and models
- 02 Support the people, ideas, and values shaping the future of fashion
- 03 Provide a global platform for underrepresented voices and ideas
- 04 Give participants actionable professional steps to advance their careers



“ THIS WAS AN AMAZING EXPERIENCE... I FELT FOR THE FIRST TIME THAT MY DREAM OF WORKING IN FASHION COULD BE ACHIEVED.

NXT PARTICIPANT

## SPORTS + EVENTS

### UFC

UFC GIVES BACK TO THE MANY COMMUNITIES THAT HOST UFC EVENTS AROUND THE WORLD BY ENGAGING WITH AND SUPPORTING LOCAL CHARITIES TO MAKE A MEANINGFUL AND LASTING IMPACT

#### FUNDRAISING CAMPAIGNS

UFC hosted a series of fundraisers throughout the year, totalling over \$1.6 million toward local and national nonprofits.

#### #AllInChallenge

As part of the Fanatics All-In Challenge, UFC organized two campaigns to fundraise for Feeding America, No Kid Hungry, World Central Kitchen, America's Food Fund, and Meals on Wheels. The first campaign offered an exclusive "Ultimate UFC Experience" in partnership with **HALLE BERRY**, while the second auctioned an all-inclusive weekend to a UFC PPV event and Las Vegas Raiders game, in partnership with Modelo. UFC raised a total of \$388,510 across the two campaigns.

#### Make-A-Wish

UFC partnered with fundraising platform Omaze for a global sweepstakes, awarding the winner tickets to a future UFC event, raising \$63,230 for Make-A-Wish.



**DESPITE ALL THE CHALLENGES OF THE PAST YEAR, WE'RE PROUD THE UFC WAS ABLE TO PRODUCE GLOBAL CHARITABLE CAMPAIGNS AND CONTINUE TO GIVE BACK TO THE COMMUNITIES THAT HOST OUR EVENTS.**

**BRIAN SMITH**

Corporate Communications Director, UFC

#### Hispanic Heritage Month

Three of the five UFC events held during Hispanic Heritage Month were headlined or co-headlined by Hispanic athletes, including UFC bantamweight Irene Aldana, who made history as the first Mexican female UFC athlete to headline a UFC event.

Additionally, through the "One Voice, Many Stories" campaign, UFC highlighted past and present fighters of Hispanic and Latino heritage and their impact on UFC. More than 25 UFC athletes, celebrities, and influencers participated in the campaign, cumulatively raising \$10,000 for the Hispanic Scholarship Fund. The fund empowers Latino families with the resources to enroll in higher education, and provides scholarships and support services to exceptional students. Fans were also able to purchase Hispanic Heritage Month apparel from the UFC Store, with a portion of the proceeds benefiting a national non-profit organization.

#### The Opportunity Village

UFC hosted a 50/50 raffle at UFC 246: McGregor vs. Cowboy to fundraise for The Opportunity Village, Nevada's largest employer of people with disabilities.

#### Three Square Foodbank

At UFC 248: Adesanya vs. Romero, UFC raised funds for Southern Nevada's only foodbank and the area's largest hunger-relief organization to launch their annual "Bag Childhood Hunger" campaign, which provides three daily meals for children in need.



#### Australia Wildfires

To assist relief efforts for the Australian Bushfires, which burned more than 18 million hectares of land, destroyed more than 2,800 homes, and claimed the lives of many, UFC joined Endeavor in making a \$250,000 donation and launched its "UFC Supports Australia" t-shirt campaign, raising over \$50,000 through sales and donations. All funds went directly to the Australian Red Cross Disaster Relief and Recovery Fund.

#### Direct Relief

UFC partnered with global humanitarian aid organization Direct Relief to raise funds to equip doctors and nurses with life-saving medical resources. During the campaign, UFC raised \$146,310 through the sales of UFC face coverings, and 100% of the profits were donated.

#### The Bob Woodruff Foundation

UFC launched its "UF-SEA" t-shirt campaign, in conjunction with UFC FIGHT ISLAND events. The profits benefitted The Bob Woodruff Foundation, one of the leading nonprofit organizations supporting injured 9/11 service members, veterans, and their families.

#### Cure 4 The Kids Foundation

UFC launched its first-ever statewide online 50/50 raffle in support of pediatric cancer treatment through the purchasing of equipment for the organization's new pediatric physiotherapy fitness center.

#### The V Foundation

The October 29 episode of Celebrity Family Feud featured UFC athletes and executives against current and former boxers representing The World Boxing Council to support The V Foundation, one of the premier supporters of cutting-edge cancer research in the US.

#### Stuart Scott Memorial Fund

UFC partnered with ESPN and The V Foundation to raise awareness and donations for the Stuart Scott Memorial Fund in honor of former ESPN anchor Stuart Scott. UFC made a \$100,000 contribution to the fund's life-saving research programs.

## PBR

PBR AIMS TO HARNESS ITS COLLECTIVE POWER AND BRAND TO RAISE AWARENESS, EMPOWER CHANGE, AND CHAMPION CAUSES THAT ARE IMPORTANT TO THE BUSINESS AND OUR COMMUNITIES WORLDWIDE

### Air Force Reserve Cowboys for a Cause

The 2020 PBR Air Force Reserve Cowboys for a Cause event took place on the 872-foot USS Lexington aircraft carrier in Corpus Christi, Texas on November 21, 2020. The team-formatted, charitable bull riding competition raised more than \$250,000 for veteran and military organizations, including Operation Homefront, DAV, Oscar Mike Foundation, Guitars for Vets, Workshops for Warriors, Blue Star Families, Bunker Labs, and Boulder Crest Retreat.

### Mask Up

PBR became a leader in promoting face coverings to stop the spread of COVID-19 and one of the first sports back with fans. Through a social media campaign, PBR sold more than 12,000 masks and donated a total of 2,500 KN95 masks to Evans Memorial Hospital (Claxton, GA), UNLV Medical Center (Las Vegas, NV), St. Mary Corwin Medical Center (Pueblo, CO), and the Pueblo, CO Police and Fire Departments.

### 3-D Printed Masks

Brandon Reeves, a stalwart in PBR's technology department, used PBR's new 3-D printer in Pueblo, Colorado to produce N95 respirators. The masks were instrumental to the sport's safe return in Guthrie, OK in April. In total, Brandon made close to 300 masks, and donated a portion to emergency health care systems in Pueblo and Brandon's hometown, Crowley County.



Cowboys for a Cause on the USS Lexington Air Craft Carrier



” THIS ORGANIZATION SUPPORTED THE EFFORT WITH CLAPPING AND CHEERS AND DEMONSTRATED THE PBR MANTRA OF “BE COWBOY” IS MORE THAN JUST A MARKETING TAG LINE; IT’S A WAY OF LIFE. SO HAPPY I COULD CONTRIBUTE IN A SMALL, BUT MEANINGFUL WAY.

BRANDON REEVES

Network Systems Administrator, PBR

## MARKETING

### 160OVER90

COMBINED WITH THE REACH OF OUR BLUE CHIP AND BOUNDARY-BREAKING BRAND CLIENTS, THE CREATIVE FIREPOWER OF OUR 160OVER90 TEAM BROUGHT TO LIFE A SLATE OF PHILANTHROPIC AND ATTENTION-GENERATING INITIATIVES FOR SOME OF THE MOST URGENT CAUSES AND ISSUE AREAS OF 2020

### Westside Pacific Villages “Call A Neighbor” Program

160over90 partnered with Westside Pacific Villages (WPV) Cares, an emergency response program dedicated to serving senior citizens in Los Angeles throughout the COVID-19 pandemic. Employees volunteered to partner with a senior citizen and dedicated time each week to call, check-in, and deliver any critical items.

### Budweiser One Team to benefit the Red Cross

AB-INBEV shifted their sports investments to host American Red Cross blood drives in stadiums across the nation to support frontline heroes. Through the initiative, One Team, Budweiser, and the Red Cross have conducted 78 blood drives across more than 50 partner teams, resulting in more than 5,300 units of blood being donated. 160over90 organized all of the logistics and worked with partner stadiums to seamlessly host the drives.

### YMCA: Stay With Us

160over90 produced a PSA highlighting the Y's contributions on the road to recovery, including emergency childcare for healthcare workers, food access for children, shelter for at-risk populations, and outreach to seniors. The spot earned airtime on TODAY.com and brought in a \$200,000 donation from the Motorola Solutions Foundation.

### The Black Safety Pledge

In the fight for the well-being and safety of Black communities, 160over90 creative director Rajiv Lahens took inspiration from the safety pin, which is designed to protect and hold together, to launch The Black Safety Pledge. The call is simple: wear the pin, take the pledge, and be accountable.

### USAA: Poppy in Memory

For Memorial Day, 160over90 helped USAA launch PoppyInMemory.com, a digital continuation of the award-winning “Poppy Wall of Honor” exhibit on the National Mall. The campaign invited Americans to post a tribute to fallen military heroes and virtually experience the poppy wall come to life via a first-ever Snapchat AR lens. WME clients **THOMAS RHETT**, **JESSIS JAMES DECKER**, and **CHRIS YOUNG** joined in the remembrance effort.

### Burger Showdown

The Burger Showdown was a virtual fundraiser in support of Frontline Foods, an organization that brings revenue to local restaurants and feeds frontline heroes. The event involved a collaboration across Endeavor, including 160over90's client **LIGHTLIFE** and WME client and Off The Menu founder **LAWRENCE LONGO**.

### T-Mobile Little League Call Up Grant

**T-MOBILE** tapped 160over90 to develop their donation platform for the T-Mobile Little League Call Up Grant, a program committed to covering local Little League registration fees for families in need. **T-MOBILE** donated \$5,000 for every postseason home run and another \$10,000 with each episode streamed of “Beyond The Bases with T-Mobile.”



SPOTLIGHT

## 2020 US ELECTION

ENDEAVOR'S NETWORK OF EMPLOYEES, CLIENTS, AND PLATFORMS ACTIVATED TO PROMOTE PARTICIPATION AND ENGAGEMENT IN THE 2020 US ELECTIONS

### EXTERNAL INITIATIVES

#### VOTE! MODEL PREP

IMG Models dedicated its biannual Model Prep to the importance of voting, helping models learn how to mobilize their audiences to show up at the polls, featuring Abrima Erwiah, Founder of Fashion Our Future 2020 & Co-Founder of Studio One Eight-Nine.

#### FASHION OUR FUTURE 2020

IMG's fashion events team, IMG Models, and Endeavor's Impact team helped launch Fashion Our Future 2020 (FOF2020) at NYFW to leverage the power of fashion for voter registration and engagement. More than 60 designer brands and talent, including **MARTHA HUNT**, **AMBER VALETTA**, **GRACE MAHARY**, **WISDM**, **PARKER KIT HILL**, and **PRECIOUS LEE**, supported the initiative. FOF2020 culminated with a virtual "Model Voter" block party featuring sets by 16 international DJs, including FOF2020 Creative Director and **VIRGIL ABLOH** and **SITA ABELLAN**, with appearances by **AMANDA GORMAN** and **OPAL TOMETI**.

#### #MISSUSAVOTES

**MISS USA** and **MISS TEEN USA** contestants participated in the #missusavotes initiative in partnership with vote.org to spread the word on early and absentee voting deadlines in their states, as they were in Memphis competing for their titles.



**VIRGIL ABLOH**  
Creative director of the Fashion Our Future 2020 initiative



MARTHA HUNT for Fashion Our Future 2020



GRACE MAHARY for Fashion Our Future 2020



#missusavotes post

### ELECTION CONVERSATIONS

#### 2020 ELECTION OUTLOOK

A discussion about key issues at hand in the 2020 US general election with US Senator Catherine Cortez Masto, US Representative Hakeem Jeffries, CNN Vice President and Political Director David Chalian, and *The New York Times* Pentagon Correspondent **HELENE COOPER**, moderated by MSNBC's "Morning Joe" co-host **JOE SCARBOROUGH**

#### EQUAL GROUND EDUCATION FUND & SOULS TO THE POLLS

A virtual fundraiser for Equal Ground's get out the vote initiative with Reverend Al Sharpton, Jasmine Burney-Clark, **JOE SCARBOROUGH**, and **TYLER PERRY**

#### A CONVERSATION WITH NEW JERSEY MEMBERS OF CONGRESS

A meet and greet with US Representatives Andy Kim, Josh Gottheimer, Mikie Sherrill, and Tom Malinowski, in conversation with **TARA PALMERI**

#### EQUALITY, REPRESENTATION, & ENGAGEMENT

A conversation about the Asian American experience presented by Asian Coalition of Endeavor (ACE) with Assembly member Rob Bonta, CNN's **LISA LING**, and Dr. Paul Song, moderated by Endeavor Content's Kevin Iwashina

#### RITCHIE TORRES AND THE FIGHT FOR CHANGE

Political spotlight on US House candidate Ritchie Torres, the youngest member of the New York City Council and first openly LGBTQ+ elected official from the Bronx, moderated by WME's Ryan Draizin and presented by Endeavor's PROUD, EBC, and HOLA ERGs

[▶ WATCH THE #MISSUSAVOTES VIDEO](#)

**SPOTLIGHT: 2020 US ELECTION**

**VOLUNTEER EVENTS**

**LETTER WRITING WITH VOTE FORWARD**

Endeavor participated in Vote Forward’s “The Big Send,” a letter writing campaign to increase voter turnout in swing states for the US Presidential Election. In total, Endeavor contributed 430 letters to Vote Forward’s 17.5 million grand total.

**TEXT BANKING WITH VOTE RIDERS**

Endeavor employees text banked to spread the word about important voter ID laws for citizens in swing states.

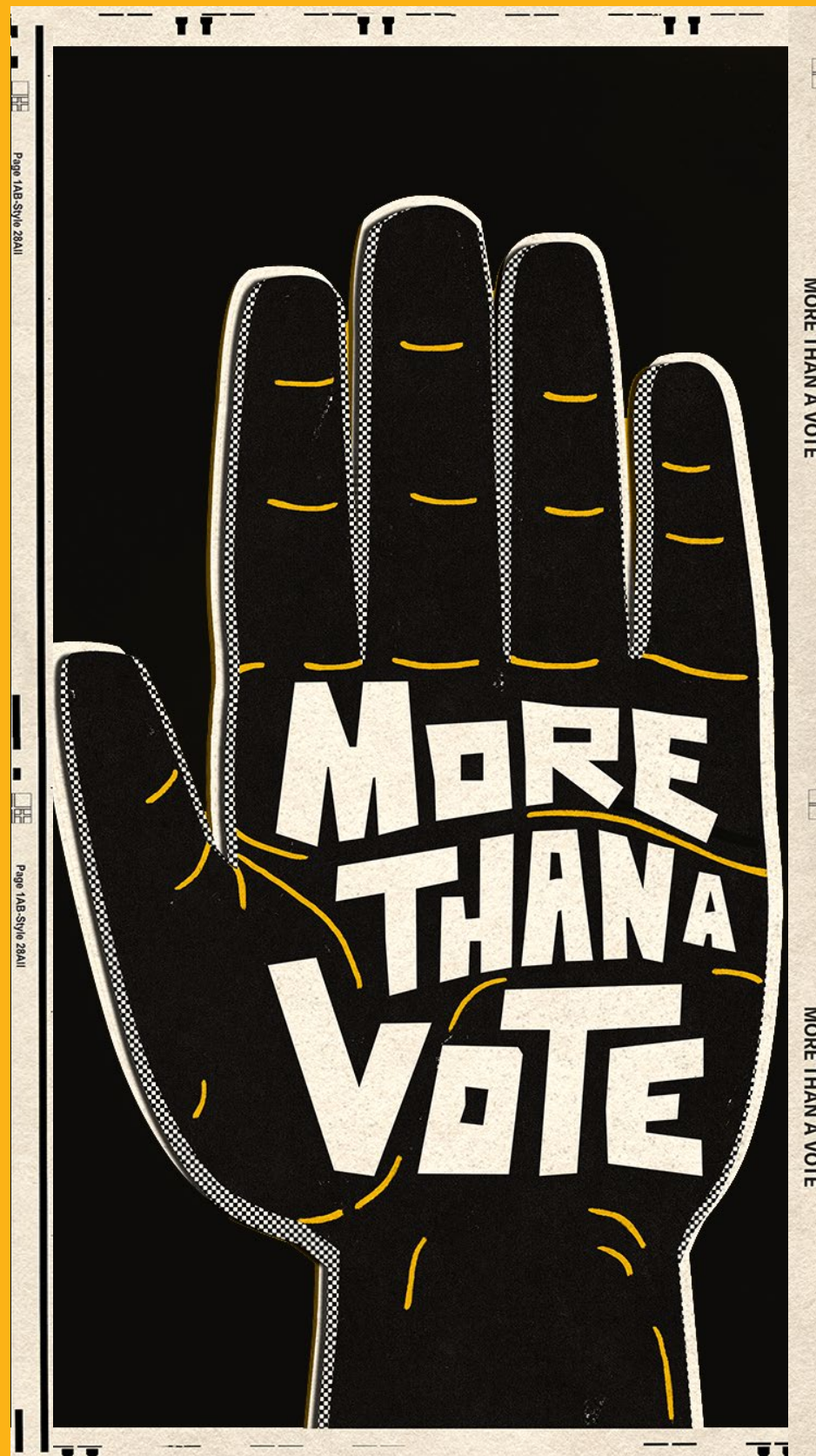
**ADDITIONAL VOLUNTEER ACTIVITIES**

Beyond initiatives organized by Endeavor, employees participated in a range of get-out-the-vote efforts and other volunteer activities in accordance with Endeavor’s Volunteer Time Off Policy. Additionally, all employees received paid time off to vote, in line with the company’s Voting Time Off Policy—designed to promote and support civic engagement.



**I AM PROUD TO WORK FOR A COMPANY THAT PLACES THE SAME VALUE ON VOLUNTEERING AS I DO. I WAS THRILLED TO HAVE THE OPPORTUNITY TO SUPPORT THE LETTER WRITING CAMPAIGN FOR THE “BIG SEND.” IT TAKES A VILLAGE, AND I AM HAPPY TO HAVE A HOUSE ON THE TOWN SQUARE!**

**PAMELA PELLEGRINI**  
Executive Assistant, Endeavor



**CLIENT & CAMPAIGN SPOTLIGHT**

**LEBRON JAMES**

Following the murders of George Floyd and Breonna Taylor, **LEBRON JAMES** formed a coalition of Black athletes and artists to create More Than A Vote. The organization mobilizes the Black community to get to the polls and fights against systemic racism’s impact on voting rights.

**ALISHA WAINWRIGHT**

In response to Congresswoman Mucarsel-Powell’s request for support, **ALISHA WAINWRIGHT** filmed a PSA to encourage Florida residents, specifically those in swing county Miami-Dade, to vote by mail in the 2020 election. The actress mentioned important issues on the ballot such as education, healthcare, and water quality, and reassured the security of mail-in votes.

**CANDACE PARKER**

To commemorate Women’s Equality Day, 160over90 helped WNBA star and WME client **CANDACE PARKER** deliver history lessons to fans, alongside the #ExerciseYourVote challenge, in a partnership with Sprinkles Cupcakes. For each limited-edition cupcake sold August 24-26, Sprinkles donated \$1 to vote.org.

**VOTE.ORG: #VOTINGPOWERHOUR**

160over90 and WME worked with Vote.org to organize #VotingPowerHour: a text-a-friend campaign that encouraged college students to check in with family and friends on voting plans with encouragement from participating talent including clients **EMMA STONE, DAMIEN CHAZELLE, OLIVIA HAMILTON,** and **SELENA GOMEZ.**

**SAKS VOTER REGISTRATION**

**160OVER90**

160over90 and Saks teamed up for a voter registration campaign leading up to the US presidential election. Customers were able to check their voter status, register to vote, and/or request an absentee ballot at the Saks Fifth Avenue’s flagship location and on saks.com.

**LIGHTLIFE “FEED THE POLLS”**

**160OVER90**

160over90 connected **LIGHTLIFE** to “Feed the Polls,” a US Election Day initiative rooted in the belief that food insecurity should not prevent a citizen from voting. Created by WME client **THE INFATUATION**, Migrant Kitchen, and Zagat, Feed the Polls distributed 40,000 meals on November 3 to voters in underserved communities with historically long voting lines.

**MSNBC: PLAN YOUR VOTE**

**160OVER90**

160over90 teamed up with MSNBC on a critical voter awareness campaign, “Plan Your Vote,” which ran through Election Day. The team designed a series of dynamic digital banner ads to drive viewers to debate and election coverage, in addition to branded Twitter hashtag emojis for #MSNBCDecision2020, #MSNBC2020, #PlanYourVote, and #PlanificaTuVoto.

