



# Events for Good



## **ENVIRONMENTAL & SOCIAL GOVERNANCE WITH BOGUES GROUP**

Bogues Group delivers event experiences with personality and purpose. From securing high profile keynote speakers to designing socially and environmentally conscious activations, our proven expertise drives greater audience engagement by demonstrating your brand's commitment to the public good.

Discover how our approach to events can grow your brand's reach while securing, engaging and retaining more love from customers and employees alike.

# ESG FROM BG

## FOR A CONSCIOUS CUSTOMER BASE

Customers and even investors today expect social, political, and environmental awareness from brands. More than just quality products or services, they want brands to deliver a positive impact to the world.

And this isn't just how they measure brand satisfaction – it's how they measure a brand's longevity in the market.



Topics on social and environmental consciousness drew 227% more engagement for brands throughout 2022



76% of company value is based on public reputation



91% of executives believe brand reputation matters to boards of directors



Executives acknowledge reputation is derived from a variety of factors not limited to quality of product/services



61% of B2B buyers are influenced most by thought leadership from brands when deciding who to purchase from



67% of investors invest more in socially and environmentally conscious brands



Across generations, 67% of Baby Boomer investors, 78% of Gen X investors, and 72% of Millennial and Gen Z investors prefer to invest in brands that align with their values

To fulfill customer and investor expectations and even grow their sales, brands must demonstrate a commitment to public good by investing in ESG.

# WHAT IS ESG?

Environmental and social governance (ESG) serves as a set of best practices to uphold these expectations.

## ESG COVERS A BROAD RANGE OF TOPICS:



Upholding any and all of these values clearly demonstrates to customers your brand's commitment to a better world. Demonstrating these values through an event communicates that commitment in real time, up-close with your audience through the direct brand relationship they crave.

## ADVERTISING ESG ADVANCEMENTS

However, to maximize the returns of adhering to ESG, brands must effectively advertise their commitment to it.

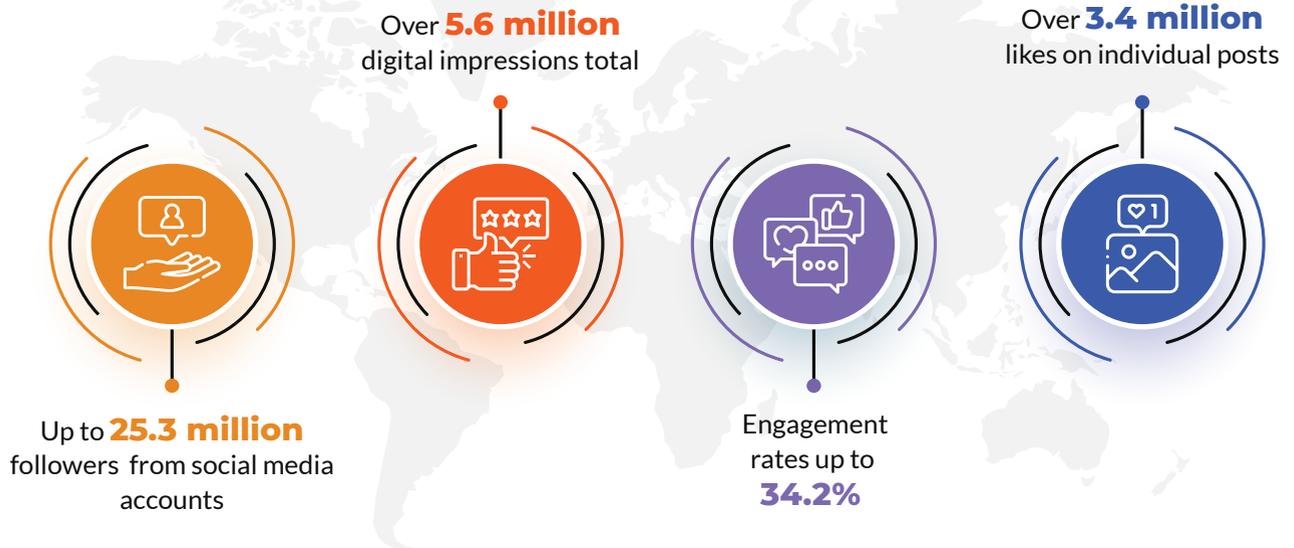
This requires a complete understanding of ESG and ways of actualizing its values. Customers expect brands to demonstrate this commitment through action as well as hard data, necessitating highly publicized events along with subsequent press releases and advertising.

While securing pre- and post-event publicity can be highly difficult, one of the most consistent ways to quickly maximize brand attention is through athlete endorsement.

The 2023 SponsorUnited NFL SPRED Report found that individual social media accounts for professional football players offer brands significant reach just from a sponsorship.

# SPONSORUNITED NFL SPRED REPORT 2023

Individual pro athletes give brands:



## ATHLETES & ESG FOR EMPLOYEE RETENTION

ESG-focused events featuring former athletes can also serve to improve employee retention and morale at organizations.

According to Forbes, encouraging employee engagement and teamwork is core to retaining staff at any organization. Companies that regularly recognize employee success are 41% more likely to retain staff and 34% more likely to gain increased employee engagement.

Rewarding staff successes with an appearance by a former athlete provides this recognition while discussing teamwork through the unique, exciting lens only a professional sports player can provide. Because less than 0.1% of high school athletes play professionally, former players inherently represent exceptional success achieved through cooperation and motivation, making them a perfect figure to improve workplace morale.

Effectively advertised ESG likewise motivates employees through their boost to brand image. When staff feel they're part of a socially and ecologically conscious organization, they associate the work they do with the greater good your brand is capable of, giving them more pride in both their output and their association with the business.

With student-athletes now able to license their name and likeness to individual sponsors, brands have an incredible opportunity to secure long-term endorsements and contracts from players. Working through Bogues Group, your business can easily gain access to these athletes and retired professional players alike to advance both your brand reputation and your employee retention rate.

## **ESG AND CELEBRITY ACCESS**

Bringing this much attention to your success in ESG grows your brand image exponentially. The built-in audiences from a celebrity or athlete endorsement instantly broadens your event's advertising reach. Using that influence to affirm your commitment to ESG confirms to even more audiences that your brand demonstrates the social and ecological consciousness expected in business today.

As a Black-founded and run firm advised by a board with significant experience in low-impact event planning, Bogues Group has been fully committed to ESG values from the start. In addition to uplifting women and BIPOC voices in business, we work under a strong commitment to sustainability and minimal environmental impact in event planning.

By doing business with Bogues Group, your brand gains access to a complete playbook for advertising ESG via celebrity and athlete endorsements. Working closely alongside your brand, we put together clear goals and measure firm quantitative and qualitative indicators of your success in upholding ESG best practices for your customers.



# ESG FROM EVENTS BY BOGUES GROUP

Learn how we help brands demonstrate they've brought a positive impact to their communities and customers.



**AMERICAN  
EXPRESS**

## **AMERICAN EXPRESS (2021)**

The major credit brand needed a way to announce their recently secured partnership with the Golden State Warriors. Aligning with this need, Bogues Group secured a high-profile keynote speaker in former Warriors player Muggsy Bogues to speak at an exclusive event. In his brand-approved speech, Muggsy reaffirmed American Express's commitment to core social and ecological values, improving brand image during an intimate experience.

**TOTAL ATTENDANCE: 50 (PRIVATE EVENT)**

## **JACK DANIELS (2022)**

The premier liquor brand was looking to organize a giveaway event to deepen their relationship with whiskey lovers. Bogues Group helped them put together a contest for five tickets to visit the famous Jack Daniels house, where guests directly experienced the company's commitment to ESG with a tour of their sustainability-focused distillery. Bogues Group also secured a meet and greet with former Golden State Warriors player Muggsy Bogues, bringing the contest greater exclusivity and celebrity with a speech on confidence in the face of adversity.

**TOTAL ATTENDANCE: 5 (PRIVATE EVENT)**

**TOTAL DIGITAL IMPRESSIONS: 1.5 MILLION**



**JACK DANIEL'S**  
—*est. 1866*—  
**SINGLE BARREL**  
SELECT  
TENNESSEE WHISKEY



**Microsoft**

## **MICROSOFT (2020)**

At the height of the COVID-19 pandemic, one of the world's top IT brands wanted to demonstrate their full commitment to their employees, especially staff with children, through a celebratory event. Working with Bogues Group, they were able to organize a digitalcamp for employees' children to attend during work hours and learn about computer science from brand-aligned experts. The event also featured an activation with Dallas Mavericks player Seth Curry, whose appearance was secured by Bogues Group to speak on overcoming obstacles and Microsoft's commitment to assisting employees in everyday struggles.

**TOTAL ATTENDANCE: 1,000**

**TOTAL DIGITAL IMPRESSIONS: 350,000**



### **NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS (2023)**

Looking to increase memberships, this socially conscious organization needed a high-profile name to increase visibility of their mission to more young Black entrepreneurs and financiers. Working with Bogues Group, they were able to secure former volleyball player, educator, entrepreneur, and NBA mom Sonya Curry as a keynote speaker, bringing additional eyes and ears to the event while re-emphasizing NABA's greater social goals through a speech about personal and career advancement.

**TOTAL ATTENDANCE: 500**  
**TOTAL DIGITAL IMPRESSIONS: 500,000**



### **EXPERIOR FINANCIAL GROUP INC (2023)**

After this up-and-coming Canadian marketing firm broke previous sales records, they needed a way to celebrate the hundreds of professionals on their sales team. Through Bogues Group, they were able to secure an exclusive speaker in former Toronto Raptors player Muggsy Bogues, who delighted staff with congratulations on their success and a speech on the enormous potential of small industry players, reaffirming the brand's total support for employees.

**TOTAL ATTENDANCE: 1,000**

### **BLEACHER REPORT (2018)**

The major sports reporting brand needed a greater presence at the 2018 NBA All Star Weekend, one of the most-watched events in national basketball. Bogues Group organized 7 activations, including a slam dunk contest, a giveaway event to local nonprofits, and a concert from bestselling rapper 2 Chainz. Bogues Group also facilitated access to the event for local press and 45 total influencers, expanding Bleacher Report's media reach.

**TOTAL ATTENDANCE: 3,000**  
**TOTAL DIGITAL IMPRESSIONS: 100 MILLION**



# ESG-POWERED EVENTS COURTESY OF BOGUES GROUP

From private gatherings to large-scale galas, Bogues Group has a proven track record of organizing events of all sizes that win positive customer engagement. We don't just help you advertise your commitment to ESG – we put it into action by assisting with setting and tracking goals while maintaining eco-friendly practices at brand experiences.

Level up the power of your events with our unique event management services.

 <b>Access to high-profile celebrity and athletes</b>	 <b>Personal brand consultation</b>
 <b>Sustainable event branding</b>	 <b>Renewable energy focus</b>
 <b>Macro ESG goal setting and tracking</b>	 <b>Digital event coordination and reduced carbon impact</b>
 <b>Improved waste and water management</b>	 <b>Demonstrable commitment to DEI</b>

Grow your reach. Expand your client base. And get closer to customers and employees alike.



When you plan your next ESG-focused event with Bogues Group, you'll have access to it all with the hassle of planning it.

# CREATIVELY EXECUTED. ENVIRONMENTALLY SUSTAINABLE. SOCIALY CONSCIOUS.

## The Why.

# ESG CONSCIOUS EVENTS ARE THE NOW AND THE FUTURE.

## The How.

- ④ Full Service Event Planning and Execution
- ④ Speaker/Celebrity Securement
- ④ Incentive Trips and Community Events including:
  - ✔ Employee Appreciation
  - ✔ Welcome Receptions
  - ✔ Prospecting Activations
  - ✔ Activities Coordination
  - ✔ Product Launch
  - ✔ Company Retreats
  - ✔ Meeting and Conference Planning
- ④ Vendor Management: Recommendations, Contracts/Negotiations, Communication
- ④ Venue Selection and Management including:
  - ✔ Entertainment
  - ✔ Stage Management
  - ✔ Budget planning
  - ✔ Event Development and Planning
  - ✔ Event Production: Run of Show, Contingency Planning
  - ✔ On-site Event Management
  - ✔ Guest Gifts

## The Background.

# WHAT IS THE TRIPLE BOTTOM LINE AND HOW CAN IT HELP YOUR BUSINESS?

An article published by Harvard Business School Online shares that the triple bottom line is a business concept that states firms should commit to measuring their social and environmental impact—in addition to their financial performance—rather than solely focusing on generating profit, or the standard “bottom line.”\*

The triple bottom line can be broken down into “three P's”: profit, people, and the planet. Firms can use these categories to conceptualize their environmental responsibility and determine any negative social impacts to which they might be contributing.

Bogues Group is committed to obtaining Real Results and Top Line Growth by executing ESG conscious events that:

- ⊙ Attract B2B and B2C customers with more sustainable products
- ⊙ Achieve better access to resources through stronger community and government relations
- ⊙ Cost reductions
- ⊙ Lower energy consumption
- ⊙ Earn subsidies and government support
- ⊙ Productivity uplift
- ⊙ Boost employee motivation
- ⊙ Attract talent through greater social credibility
- ⊙ Investment and asset optimization
- ⊙ Enhance investment returns by better allocating capital for the long term and avoid investments that may not pay off because of longer-term

**Investment tailored to your needs.**

[\\*https://online.hbs.edu/blog/post/what-is-the-triple-bottom-line](https://online.hbs.edu/blog/post/what-is-the-triple-bottom-line)



Get in touch with us to learn more!



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