



LET'S DO 'GOOD GOOD' TOGETHER

APRIL 1 – 3, 2025

**OMNI LA COSTA
SAN DIEGO, CA**

THE BACKGROUND



WHAT IS JACK'S GOOD GOOD SUMMIT ALL ABOUT?

This is Jack in the Box's annual brand event, where we invite our business community together to learn and connect in support of our charitable arm, the Jack in the Box Foundation. For the 2nd Annual Good Good Summit, we're bringing it home to our founding city and headquarters – San Diego, California.

The event begins with franchisee-only breakout sessions. Then, vendors and suppliers will join to hear from Jack's Executive Team during the Keynotes before spending the evening and next day networking with attendees at social events, golfing in our charity tournament, or relaxing at the spa.

WHAT MAKES IT SO 'GOOD GOOD'?

This event is one of the Jack in the Box Foundation's biggest fundraisers of the year, where we leverage the Jack Brand to support our restaurant communities. Net proceeds from this event will be donated through **Jack's Community Grants** to nonprofits that feed, educate, and empower youth, and through the **Team Jack Relief Fund** to restaurant employees recovering from unexpected hardship.

Attendees will also meet community partner Big Brothers Big Sisters and celebrate its Operation Bigs, a mentorship program for military children in San Diego launched 20 years ago with funding from the Jack in the Box Foundation.



THE SCHEDULE

TUESDAY, APRIL 1

12:00–5:30 p.m. **Early Registration**
Check in with our 'Good Good' team to receive your credentials and gifting.

WEDNESDAY, APRIL 2

7:30 a.m.–9:00 a.m. **Breakfast & Registration**
Grab breakfast before the Munchie Meetings begin and check in with our 'Good Good' team to receive your credentials and gifting.

9:00 a.m.–1:00 p.m. **Franchisee Munchie Meetings**
Bite-sized breakout sessions for franchisees and restaurant leaders, hosted by Jack in the Box subject matter experts. Topics will include: Store Technology, E-Commerce & Digital, Operations, Development & Reimage, and Calendar & Food Innovation

1:00–2:30 p.m. **Welcome Lunch**
Connect with your peers as we officially kick-off the event together in true San Diego fashion – over bites and beverages while under the palm trees.

2:30–6:00 p.m. **Executive Leadership Keynotes**
Hear from the Jack in the Box Executive Leadership Team about the Company's strategy and our progress on key strategic objectives.

7:00–10:00 p.m. **Sunset Social**
A casual mix & mingle over cocktails and dinner.

THURSDAY, APRIL 3

7:00 a.m.–8:30 a.m. **Golfers Breakfast & Warm-Up**
Driving range opens at 7 a.m. for pre-round warm-ups prior to our 8:30 a.m. shotgun start. And of course, we wouldn't host you in San Diego without breakfast burritos—so come hungry and ready for a 'Good Good' day of golf.

8:30 a.m.–2:00 p.m. **Jack's Charity Golf Tournament****
Play with Team Jack at the Omni La Costa's North & South Courses – home of the NCAA Division 1 Men's and Women's Golf Championship. Our tournament is friendly to golfers of all levels.

1:30–3:00 p.m. **Lunch**
Grab a bite to eat with event attendees immediately following the golf round.

6:00–9:30 p.m. **The 'Good Good' Gala**
Get ready to do some 'good good' together! Drinks, dinner, an auction, & more, all to support the Jack in the Box Foundation and our communities.

****All-Access attendees can opt for a spa experience in place of golf.**
Spa appointments will be scheduled for April 1–3 and are based on availability.



REGISTRATION & HOTEL

CLICK HERE TO REGISTER

Purchase your tickets via the above registration button.

If you plan to pay via credit card, do not use the INVOICE promo code. This is only for those who prefer to pay via check or ACH.

HOTEL ACCOMMODATIONS

You can make a reservation at our discounted rate at the Omni La Costa [online here](#) or over the phone by calling **800-843-6664** and using code Jack's Good Good Summit.

We are happy to share that this year's hotel cost is \$120/night cheaper than last year's event at the Arizona Biltmore.



ATTENDEE TICKET TYPES

Includes Attendance to:	Franchisee Munchie Meetings	Welcome Lunch & Keynotes	Sunset Social	Golf or Spa Spot	'Good Good' Gala	Franchise Operator Price
All-Access	🍷	🍷	🍷	🍷	🍷	\$1,500
Two-Day	🍷	🍷	🍷		🍷	\$1,000
DMO & DM Only	🍷	🍷	🍷			\$500
Plus One			🍷		🍷	\$750
Golf/Spa Spot			🍷	🍷	🍷	\$1,250



ADDITIONAL INFO

FREQUENTLY ASKED QUESTIONS

Are travel and accommodations included in the registration fees?

No, travel and accommodations must be booked separately by each attendee.

Where should I stay? Is there a discounted rate?

We encourage attendees to stay onsite at the Omni La Costa. You can make a reservation at our discounted group rate [online here](#) or over the phone by calling 1-800-843-6664 and using our group name **Jack's Good Good Summit**.

Will Jack in the Box cover the cost of (1) hotel night for franchisees?

Jack in the Box covered the cost of (1) night during our 1st Annual Good Good Summit at the Arizona Biltmore to help offset the increased prices for franchisees. For this year's event at the Omni La Costa, we have reduced franchisee ticket prices by \$250 and negotiated a \$120/night cheaper group rate. Based on this, Jack in the Box **will not** be covering the cost of (1) night for franchisees at the Omni La Costa Resort and Spa.

When should I arrive and depart?

For most franchisees, we recommend arriving to San Diego on Tuesday, April 1 so you have time to join us for breakfast before Franchisee Munchie Meetings beginning on Wednesday, April 2 at 9am. The 'Good Good' Gala on Thursday, April 3 will end late, so we recommend departing the morning of Friday, April 4.

What is the cancellation policy?

Full refunds will be provided to sponsors and attendees who cancel on or before Feb. 1, 2025. Due to guaranteed minimums, refunds are not offered after Feb. 1, 2025.

What ticket type is best for myself, my restaurant leaders, and my family?

The All-Access ticket is best for franchisees who want to join for all things 'Good Good'. The Two-Day ticket offers franchisees access to everything but golf or spa. Your restaurant leaders can attend via either of those tickets or the discounted DMO & DM ticket. Family or friends can select the Plus One ticket for evening events only or the Golf/Spa ticket for everything but the business meetings.

Will there be the Restaurant of the Future Experience again?

No, we will be hosting additional Munchie Meeting sessions in place of Restaurant of the Future this year. We will host Restaurant of the Future every few years when there is notable innovation to showcase.

How can I make a golf pairings request?

During online registration, you can request to be paired with a Jack employee, vendor, or franchisee. Pairing requests will be accommodated to the best of our ability.

Is this a charitable fundraising event?

Yes, this is one of the JIB Foundation's largest annual fundraisers – last year we raised \$1.425 million! Net proceeds will be donated through Jack's Community Grants and the Team Jack Relief Fund. Event contributions minus the value of goods & services received are eligible for tax deduction under U.S. tax law. Please consult your tax advisor.

Who do I contact with more questions? Email us at JIBFoundation@jackinthebox.com.



BENEFICIARY



MEET THE JACK IN THE BOX FOUNDATION

The Jack in the Box Foundation exists to support our employees, guests, and neighbors. We use the Jack in the Box brand to champion the success of others through national, local, and internal efforts.

Nationally:



We have raised over \$5.5 million & counting for No Kid Hungry to help feed kids and create the space for them to thrive.

Locally:



We award grants to nonprofits who feed, educate, and empower youth in our restaurant communities.

Internally:



We help our people take their next step forward by providing emergency financial relief to employees experiencing hardship.

HELPING PEOPLE ACCESS AND EXPLORE LIFE OUTSIDE THE BOX





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