

SAVE THE DATE  
**JACK'S BIRTHDAY BASH!!!**



**CELEBRATING 75 'GOOD GOOD' YEARS**

**APRIL 14 – 16, 2026**

**GRAND HYATT INDIAN WELLS  
PALM SPRINGS, CA**



# THE BACKGROUND



## WHAT IS JACK'S GOOD GOOD SUMMIT ALL ABOUT?

Join us as we celebrate 75 years of Jack in the Box at Jack's Good Good Summit, our annual brand event that brings together the entire Jack family to connect, collaborate, and give back. This milestone year will honor the bold, fun, and innovative spirit that's defined our brand for three quarters of a century.

The event will begin with a smaller golf outing, private sponsor VIP dinner, and franchisee-only breakout sessions. Then, all sponsoring vendors and suppliers will join us for the keynotes from Jack's Executive Leadership Team, followed by fun and networking at Jack's Birthday Bash, Jack's Charity Golf Tournament (or the spa for our nongolfers), and the 'Good Good' Gala.

## WHAT MAKES IT SO 'GOOD GOOD'?

This event is the Jack in the Box Foundation's biggest fundraiser 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 our long-time community partner, the YMCA, and celebrate its impact providing safe, affordable childcare and welcoming community spaces that support health and wellness for all.*



# THE SCHEDULE

## TUESDAY, APRIL 14

- 10 a.m.–2:30 p.m. **Mini Tournament**  
*A smaller, casual golf outing for those who can't wait to hit the greens before the main event! Separate registration; email [Niall.Armstrong@alliant.com](mailto:Niall.Armstrong@alliant.com).*
- 5:30–8:00 p.m. **VIP Sponsor Dinner**  
*Private sponsor dinner with Jack's Executive Leadership Team, reserved for Legend, Hall of Fame, and MVP sponsors only.*

## WEDNESDAY, APRIL 15

- 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.*
- 1:00–2:30 p.m. **Welcome Lunch**  
*Connect with Jack's franchisees, employees, suppliers and vendor partners as we officially kick off the event together.*
- 2:30–6:00 p.m. **Executive Leadership Team Keynotes**  
*Hear from the Jack in the Box Executive Leadership Team about the Company's strategy and our progress on key strategic initiatives.*
- 7:00–10:00 p.m. **Jack's Birthday Bash**  
*Celebrate with Jack-inspired food, drinks, and plenty of 'Good Good' fun.*

## THURSDAY, APRIL 16

- 6:30 a.m.–8:00 a.m. **Golfers Breakfast & Warm-Up**  
*Breakfast and driving range opens at 6:30 a.m. for pre-round warm-ups prior to our 8:00 a.m. shotgun start.*
- 8:00 a.m.–2:00 p.m. **Jack's Charity Golf Tournament\*\***  
*Hit the links at Indian Wells Golf Resort as we take on both the Celebrity and Players Courses. 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.*

**Shaded Purple = Events for vendor partners + suppliers to attend (based on sponsor level)**

**\*\*Attendees can opt for a spa experience in place of golf.**  
*Spa appointments will be scheduled for April 14–16 and are based on availability.*



# THE SPONSOR LEVELS



## LEGEND (1) Available [SOLD OUT]

- Recognition as Presenting Sponsor of Jack's Good Good Summit
- Company name incorporated into event logo and included on all signage
- Representative to make welcome remarks during Keynotes
- Custom branding and activation integrated into event
- Golf pairing with Jack in the Box Executive
- 4 guests to VIP Sponsor Welcome Dinner
- 8 all-access attendees

## HALL OF FAME (5) Available - \$50,000

- Branding as signature sponsor of one of the below event experiences, with option to customize an engagement opportunity with guests:
  - Registration & Gifting
  - Welcome Lunch
  - Birthday Bash Bar & Entertainment
  - Golf Arrivals & Carts
  - Gala Cocktail Hour
  - 'Good Good' Gala
- Verbal company recognition during Keynotes
- Premium logo recognition on event website and signage
- Golf pairing with Jack in the Box Executive
- 3 guests to VIP Sponsor Welcome Dinner
- 6 all-access attendees

## MVP (10) Available - \$35,000

- Signature sponsor of an on-course hole activation during the Golf Tournament, with company branding and option to feature a branded swag giveaway to golfers
- Verbal company recognition during Gala
- Premium logo recognition on event website and signage
- 2 guests to VIP Sponsor Welcome Dinner
- 4 all-access attendees

### What is included as an all-access attendee?

Attendance at the Welcome Lunch, Keynotes, Jack's Birthday Bash, Golf or Spa, and 'Good Good' Gala.  
See page 6 for details.





# THE SPONSOR LEVELS



## CHAMPION \$22,000

- Logo recognition on event website and signage at Registration, 'Good Good' Gala & Golf Tournament
- Logo recognition on golf rules sheet and at post-golf lunch
- 4 all-access attendees



## PRO \$15,000

- Logo recognition on event website and signage at Golf Tournament
- 3 all-access attendees



## ROOKIE \$7,500

- Recognition on event website
- 1 all-access attendee



## SUPERFAN \$3,000

- Can't make it to the event, but still want to show your support? This is the package for you!
- Superfan level does not come with any attendees, but we'll thank you for your support with recognition on our event website.



For partners looking to have a larger presence, include a Business Meeting Add-On with your Rookie & above sponsorship.

*See options on page 6. Not valid for Superfan sponsors.*



# ADD-ONS & ATTENDEES

## BUSINESS MEETING SPONSORSHIP ADD-ONS

### KEYNOTE PRESENTATION (1) Available - \$25,000

- Recognition as presenting sponsor of the Executive Leadership Keynotes
- Company integration into Keynote program with JIB ELT approved content
- Signature branding on collateral and activation opportunity during Keynotes
- 4 one-day attendees to attend Keynotes & Jack's Birthday Bash on April 14

### MUNCHIE MEETINGS (4) Available - \$10,000

- Recognition as the signature sponsor of a Franchisee Munchie Meeting. Content will be presented by the following JIB departments: Marketing & DGX, Operations, Technology, and Restaurant Development
- Company representative to attend the sponsored meeting
- 1 one-day attendee to attend Keynotes & Jack's Birthday Bash on April 14

*Please note that Business Meeting Add-Ons are paid directly to Jack in the Box and are not charitable contributions to the Jack in the Box Foundation.*



## TICKET TYPES

Attendance without sponsoring is reserved for franchisees. Vendors may purchase additional attendees with a sponsorship package, based on availability.

Includes Attendance to:	Franchisee Munchie Meetings	Welcome Lunch & Keynotes	Jack's Birthday Bash	Golf or Spa Spot	'Good Good' Gala	Vendor Add-On Price
All-Access						\$3,000
Two-Day						\$2,500
One-Day						\$1,000
Plus One						\$1,250
Golf/Spa Spot						\$1,750





# REGISTRATION

**[CLICK HERE TO REGISTER](#)**

**You do not need to pay via credit card to register.**  
Use promo code **INVOICE** at check-out to pay via check or ACH.

## FREQUENTLY ASKED QUESTIONS

### **Are the Franchisee Munchie Meetings included with my sponsorship?**

No, these are for franchisees only as content isn't relevant for vendors partners & suppliers.

### **Is there a tradeshow to display my products and services?**

There's no tradeshow this year, so you can focus on building relationships with attendees.

### **How can I host a Jack in the Box employee in my golf group?**

Vendors will not need to host Jack employees in their group in order to play golf with them. During registration, you can request to be paired with a Jack employee. Pairing requests are accommodated based on sponsor levels.

### **How can I get the most visibility for my company at this event?**

Start by reviewing our Good Good Summit sponsorships (pg. 4-5) to determine the appropriate level for your company. The higher-level sponsorships come with custom opportunities to present your brand to employees and franchisees. For increased visibility, you can also be the exclusive sponsor of a Munchie Meeting for franchisees on April 15 (pg. 6). Reach out to us with any questions and to discuss further.

### **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 Grand Hyatt Indian Wells. You can make a reservation at our discounted group rate **[online here](#)** or over the phone by calling **1-800-233-1234** and using our group name Jack's Good Good Summit.

### **When should I arrive and depart?**

For most sponsors, we recommend arriving to Palm Springs on Tuesday, April 14, or the morning of Wednesday, April 15, and departing the morning of Friday, April 17.

### **What is the cancellation policy?**

Full refunds will be provided to sponsors and attendees who cancel on or before Feb. 15, 2026. Due to guaranteed minimums, refunds are not offered after Feb. 15, 2026.

### **Is this a charitable fundraising event?**

Yes, this is one of the Foundation's largest annual fundraisers! Net proceeds (excluding Business Meeting Add-Ons) 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](mailto:JIBFoundation@jackinthebox.com)**.



# OUR WHY



## 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 \$6 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





