



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

- Morning/Afternoon **Terry Herrick Memorial Mini Tournament**
80-player golf outing - aka "The Mini" - hosted by Niall Armstrong. Additional registration required. Email Niall_Armstrong@ajg.com to sign up.
- 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 2

- 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. Sessions will dive deeper into our strategic pillars in a small group setting that fosters open dialogue.
- 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

- 8:00 a.m.-1:30 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.

Shaded Purple = Events for vendors + 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 1-3 and are based on availability.*



THE SPONSOR LEVELS



LEGEND (1) Available - Contact us to discuss your goals and budget

- Recognition as Presenting Sponsor of Jack's Good Good Summit
- Company name incorporated into event logo and included on all signage
- Representative to make remarks during Keynotes or Gala
- Custom company activation integrated into event schedule
- Golf pairing with Jack in the Box Executive(s)
- 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
 - Sunset Social Entertainment
 - Sunset Social Bar & Drinks
 - Golf Arrivals & Carts
 - Gala Cocktail Hour
 - Gala Bar & Drinks
- 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, Sunset Social, 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



SUPER FAN \$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 representative to give welcome remarks during Keynotes
- Signature branding on collateral and activation opportunity during Keynotes
- 4 one-day attendees to attend Keynotes & Sunset Social on April 2

MUNCHIE MEETINGS (6) Available - \$10,000

- Recognition as signature sponsor of a Franchisee Munchie Meeting. *Relevant exposure for our tech, marketing, supply chain, operations, and development partners.*
- 1 one-day attendee to attend Keynotes & Sunset Social on April 2

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	Sunset Social	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 the content is not relevant for vendors and suppliers.

Is there a tradeshow to display my products and services?

No, you can leave your tradeshow set-up at home and focus on the relationship building!

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

Same as last year, 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. Pairings 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 2 (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 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**.

When should I arrive and depart?

For most guests, we recommend arriving to San Diego on Tuesday, April 1 or the morning of Wednesday, April 2, and 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.

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.



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 \$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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