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Mission Statement: Intentionally curate an ecosystem that intersects art, sports and entertainment to enhance the culture

MISSION STATEMENT



PLUS ONE society, under the direction of award-winning marketer and event producer Kristen Ingram, strategically develops and produces brands, campaigns and events to reflect their clients' vision and goals for social responsibility.

Crafting artistic, immersive experiential events over the last 15-years has established Kristen as a leading event producer for a client roster that includes celebrities, influencers, executives and athletes - she meticulously coordinates every element and is known for incorporating thoughtful details throughout the event. Some of her work has been featured in Rolling Stone, LA Times, Essence, Ines Del Mar Weddings, Kentucky Monthly, Sophisticated Living, Grace Ormonde and VH1.

PLUS ONE society focuses on the following core competencies:

- ◆ **Event & Live Show Production**
- ◆ **Talent & Brand Partnerships**
- ◆ **Campaign Ideation & Marketing**
- ◆ **Brand Development & Management**
- ◆ **Diversity & Inclusion Leadership**



**COMMON**

VINCENT COUNTRY  
— faith. family. food. —

*Perfectil*

**I AM**  
2018



**ARC**



*Jenesse Center, Inc.*



CLIENTS & GALLERY

**KRISTEN INGRAM** is an award-winning marketer and event producer, as well as the Founder & Managing Partner of PLUS ONE society, a cause-based marketing and events agency servicing the sports, entertainment and media industries.

Inspired by her work in social responsibility during her 5 seasons at the NFL, Kristen harnessed her 15-years of experience in sports and entertainment and set out to create an agency that focuses on community contribution by provoking progressive action through social advocacy.

In 2017, she produced the historic event, **IMAGINE JUSTICE**, with **Common** and **J. Cole** on the steps of the CA state Capitol in Sacramento which ultimately led to Governor Jerry Brown co-sponsoring bail reform bill (SB 10) and changed his long-standing position against prison reform.

In 2018, she teamed up with **IMAGINE JUSTICE** again to lead the production of the **HOPE & REDEMPTION PRISON TOUR**: a series of live concerts in various correctional facilities led by **Common** with a special guest appearance by **Talib Kweli**. The three-day Tour throughout California's Central Valley restored hope in over 5,000 incarcerated men and women and inspired countless youth in the surrounding communities most affected by mass incarceration. The success of the tour was amplified by national press including a feature in [Rolling Stone](#).

Continuing to advance PLUS ONE society's mission, Kristen has spearheaded campaigns and events such as **WE RISE**: a month-long pop-up activation featuring artists, athletes and activists like **Shepard Fairey**, **Common**, **YG**, **Yara Shahidi**, **Kobe Bryant**, **Jesse Williams**, **Jabbawoockeez** and **Kehlani**. The artists joined together with over 30,000 youth from Greater Los Angeles to fight to make mental health a civil right.

A newly formed partnership with **POWER CALIFORNIA** has allowed Kristen to enhance the brand through strategic partnerships to further empower the next generation of leaders. Since 2016, **POWER CALIFORNIA** has engaged more than 200K youth and registered more than 40K youth voters.

Prior to launching PLUS ONE, Kristen was the Head of Affiliate Marketing for **NFL NETWORK** where she oversaw partnerships, creative campaigns for North America and **produced experiential events for the Super Bowl, NFL Draft, NFL International Series and Thursday Night Football**. Leveraging her expertise in building brands, strategic planning and client relations, she garnered over \$40M in media value through negotiated trade agreements.

Prior to joining NFL Network in 2012, Ingram served as a Marketing Manager at **ESPN** where she developed her niche for brand strategy and positioning with **DISH, DirecTV and AT&T U-verse**.

As a recognized community leader, Ingram is passionate about contribution and is actively involved with the **Los Angeles Mission, Jenesse Center** and the **Anti-Recidivism Coalition**. As a part of her involvement and commitment, she launched an on-going initiative at the NFL that provides thousands of personal hygiene kits to homeless and domestic violence shelters in New York and Los Angeles. In 2013, her service was recognized by the NFL with the Commissioner Award. She is currently developing a 13-week 'mindfulness' pilot program in partnership with the Anti-Recidivism Coalition that she will lead at the Barry J. Nidorf Juvenile Center in 2019.

Ingram holds a Bachelor of Science in Business Administration with an emphasis in Marketing from the University of Nevada, Las Vegas.

# KRISTEN INGRAM



Scott Budnick, President



“ Kristen's event production experience, leadership and commitment were invaluable to the historic success of IMAGINE JUSTICE and an integral part in creating a platform for ARC and Common, along with other artists/activists, to advocate for prison reform in California.

Troy & Tommi Vincent, Founders



“ Kristen has the unique ability to bring together diverse people interested in amplifying brands that improve society and the lives of others. She recognized Vincent Country's intentional values of faith, family and food, and aligned them with altruistic influencers to maximize our impact.

Tamara Brown, COO



“ The best part of working with Kristen as the Producer of COMMON's Imagine Justice Community show in Sacramento CA, was her ability to anticipate what needed to be done and handle it, before I even knew it! We made history with the rally and free concert for 30,000 people in front of the State Capitol to support criminal justice reform. And we could NOT have done it without Kristen's expertise and leadership.

Matt Kenny, VP of Affiliate Sales



“ Kristen is a game changer and consistently makes those around her better. She is incredibly effective at maximizing her individual contributions while operating in a team oriented environment. Kristen understands the importance of achieving results and to do so in manner that others respect and admire.

Karen Earl, CEO



“ Kristen made impactful connections that transformed our work at Jenesse Center. Our team dreamed of a special project and so many people told us what we wanted to do was impossible - Kristen quite literally made it happen.

Deion Sanders, NFL Network Analyst



“ When professionalism meets purpose it creates an atmosphere that borders perfection. This incredible woman has a gift of connectivity-she connects the thoughts, desires and needs of everyone she works with flawlessly making them feel truly comfortable.

Marshall Faulk, NFL Network Analyst



“ Kristen knows that a dream doesn't become reality thru magic, it takes sheer hard work and determination. She understand all things are difficult before they become easy. Her drive for success and perfection is unprecedented. Over the past 5 years no one has worked harder or smarter.

Hannah Gordon, General Counsel



“ I met Kristen at the NFL Women's Career Development Symposium, a program where high-potential female executives were selected by their employers. I was immediately impressed by her dynamic personality. Kristen is someone who draws people: both clients and colleagues to her.

IT'S A MOVEMENT.  
THOUGHT PROVOKING.  
INNOVATIVE . COMPREHENSIVE.  
AWARD-WINNING. INSPIRED. DOPE.

**ARE YOU IN?**

[details@plusonesociety.com](mailto:details@plusonesociety.com)

