



2021

⊕ ONE SOCIETY

a social justice & racial equity agency



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Our mission is to leverage the power of sports and entertainment to uplift and amplify social justice movements that influence positive narrative change and promote a solutions-based approach to pressing cultural issues.

MISSION STATEMENT



PLUS ONE society is an award-winning Black woman-owned event production and marketing agency specializing in social justice and racial equity. We service sports, entertainment and media industries through our clients' shared goals for social responsibility.

Our mission is to leverage the power of sports and entertainment to change hearts and minds through positive social narratives and authentic solutions to pressing cultural issues.

At the intersection of our 20-years of industry experience and artists, athletes and organizations like **Common**, **Giannis Antetokounmpo** and the **NFL** we produce tangible and sustainable community impact.

"Empathy is a derivative of connection."

Kristen Ingram, CEO

PLUS ONE society is recognized by the City of Los Angeles as a certified Minority/Woman Business Enterprise.

Crafting imaginative, intentional brands, campaigns, programs and events has established **PLUS ONE** as a premier agency for a client roster that includes celebrities, athletes, non-profits and corporations—the agency meticulously coordinates every element and is known for incorporating thoughtful details throughout its work.

Some of their work has been featured in The Undefeated, Rolling Stone, LA Times, Essence, TNT, New York Times, NBA TV, NFL Network, Sports Business Journal, The Hollywood Reporter, VH1 and more.

PLUS ONE is a full service agency specializing in a comprehensive exploration of clients’ mission and business needs and offers the following intentional business solutions:

- Virtual Event & Live Show Production
- Celebrity Social Responsibility Mapping
- Campaign Ideation & Marketing
- Talent Management
- Hyper-Local & Global Event Management
- Brand Activations, Exploration & Development
- Diversity & Inclusion Programming
- Racial Equity Planning & Management



KRISTEN INGRAM is an award-winning CEO & Executive Producer at PLUS ONE society.

Prior to launching PLUS ONE, Kristen was the Head of Affiliate Marketing for NFL NETWORK where she oversaw strategic partnerships, creative campaigns and experiential events for all NFL calendar initiatives, including Super Bowl.

During her tenure at the NFL, she leveraged her leadership position to become an advocate for Diversity & Inclusion and Social Responsibility. Ultimately, her community service initiatives, which are currently still in place, were recognized by NFL Commissioner Roger Goodell.

Inspired by the power of sports and its ability to connect cultures and provoke progressive action, Kristen launched PLUS ONE with the intent to directly uplift and amplify social justice movements that influence positive change within the culture.

In 2017, Kristen led the historic production of IMAGINE JUSTICE with Common and J. Cole on the steps of the CA state Capitol in Sacramento. As a result, four criminal justice reform bills were passed that year and signed into law - including an end to the cash bail system.

In 2019, she partnered with Good Films Impact to oversee production on all sports and music programs and events for REPRESENT JUSTICE - a social impact campaign that launched alongside Warner Bros.' theatrical release of JUST MERCY, starring Michael B. Jordan, Brie Larson and Jamie Foxx - inspired by the true story of Equal Justice Initiative founder and Executive Director, Bryan Stevenson. Kristen is serving as an Executive Producer with Grammy Award-Winning Producer, Greg Wells and Academy Award-Winning Artist, Common along with four formerly incarcerated artists (Bobby Gonz, Maserati E and Richie Reseda and David Jassey) to create a one-of-a-kind album that elevates the voices of incarcerated artists across the country.

In 2020, Kristen advanced her clients' and partners' shared goals for social impact in the midst of a global pandemic, racial uprisings and immeasurable injustices to influence one of the most successful policy reform years since the inception of PLUS ONE. Her accomplishments consist of effectuating major reform policies in CA and OH (e.g. [Prop 17](#), [Prop 20](#), [AB 376](#), and [SB 13](#)), the election of Los Angeles District Attorney (George Gascon) who announced sweeping [Criminal Justice Policy Reform](#) and advancing aggressive [Criminal Justice Reform Plans in WI](#).

As a recognized community leader, Kristen is passionate about service and is actively involved with the Los Angeles Mission, Jenesse Center and Anti-Recidivism Coalition.

KRISTEN INGRAM



TERELL CANTON



Terell Canton is an award-winning COO at PLUS ONE society.

Prior to joining PLUS ONE, Terell spent 17-years at the NFL where he led all Football Development Programs. In an effort to educate and create a more inclusive organization, Canton founded and spearheaded multiple NFL Diversity & Inclusion programs: Officiating Academy, Women Officiating Now, Football 101 and the College & Career Forum.

Under the development of his programs, the NFL hired the first female official, Sarah Thomas. Terell also served as the lead strategist in partnership marketing efforts, uncovering groundbreaking inroads to connect NFL sponsors to fan engagement opportunities. He's been responsible for various game operations-related duties at more than 10 Super Bowls.

In 2017, Terell served as the President of Blacture managing a \$6M start-up operating budget for the media and technology company focused on elevating underserved communities through better access to products and services founded by Grammy Award-Winning Artist, Pras Michel of the iconic hip-hop group Fugees. In his role as Chief Operating Officer, he oversees daily operations and is responsible for strategic partnerships and business development.

In his capacity as Chief Operating Officer, Terell assists executive team members in building efficient operational processes and driving new business that align with the agency's business plan and overall vision. Strategically, he lays the foundation for comprehensive racial equity programs and tactics geared towards Sports and Entertainment organizations.

As a recognized community leader and organizer, Terell was a founding member of the NFL Black Engagement Network, serves as an advisor on multiple community projects in Queens, New York (District 29) and is currently on the Diversity & Inclusion Board of award-winning ad agency McKinney.

Scott Budnick • Founder



“ 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.

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.

Arnold Sowell Jr. • Executive Director



“ PlusOne's unique ability to hone in on our advocacy needs and help us develop, organize, and execute a bold and innovative plan to achieve our goals was exceptional. NextGen California really appreciated the level of thoughtfulness and care Kristen and her dynamic team provided to us -- they were truly outstanding partners.

Daniel Forkkio • CEO



“ Kristen has an incredible ability to bring vision into reality. She creates unique, immersive experiences that leave people inspired and filled with purpose. Her ability to conceive and build brands around our criminal justice campaign in order to spark social change and harness the impact potential of our audience is unlike anything I've ever seen. We are very fortunate for Kristen and her team's efforts.

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.

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.

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.

David Dietz • Social Responsibility Director



“ Kristen Ingram is a visionary. She and the PLUS ONE team bring creativity and expertise to the intersection of sports, entertainment and impact. Her passion for people and commitment to driving change produces transformative experiences, like the Play for Justice program that brings together incarcerated communities and NBA teams across the country.

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