



2022

# ⊕ ONE SOCIETY

a social justice & racial equity agency



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Our mission is to leverage the power of sports and entertainment to change hearts and minds by uplifting positive narratives and authentic solutions to pressing social justice 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 Renee Ingram, CEO*

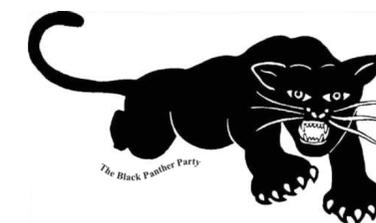
*PLUS ONE society is recognized by the City of Los Angeles as a certified Minority/Woman Business Enterprise.*

Crafting imaginative, purpose-driven brands, campaigns, programs and events has established **PLUS ONE** as the premier social justice 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.

Headquartered in Downtown Los Angeles’ Arts District, with a satellite office in Portland, our agency offers the following business solutions:

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



**KRISTEN RENEE INGRAM** is the award-winning CEO & Executive Producer at PLUS ONE society - a Black woman-owned event production and marketing agency specializing in social justice and racial equity servicing sports, entertainment and media industries.

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 in 2017 with the intent to directly uplift and amplify social justice movements that influence positive change within the culture. Today, she is one of the premier social justice campaign and event producers in the country.

In 2020 and 2021, 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 two of the most successful policy reform years since the inception of PLUS ONE. Her accomplishments consist of accelerating major policy reforms and fundraising over \$750K in CA and OH (e.g. [Prop 17](#), defeating [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. She currently serves on the Board of the [Anti-Recidivism Coalition](#) and is actively involved in the [Los Angeles Mission](#) and [Jenesse Center](#).

Kristen lives in Los Angeles with her 16-year old, Taryn.

KRISTEN INGRAM



We are a values-driven agency and our internal culture is anchored in integrity, inspiration and intentionality. As a collective we maintain a ruthless focus in the service of others and generously sacrifice our time, egos, sleep, comfort and preferences in order to uplift and advance the movement.



**CHRISTOPHER H. KING, ESQ. • LEGAL**

Christopher is an interdisciplinary attorney from New Orleans, Louisiana. In 2020, Christopher passed the Louisiana State Bar Exam and has since been an Agent for PLUS ONE society. Representing and protecting the business' interest and growth strategy through contract negotiations and counsel. Christopher also serves as a Prosecutor for the District Attorney's Office in Baton Rouge, Louisiana. He is a member of Alpha Phi Alpha Fraternity, graduate of Henderson State University and Southern University Law Center.



**MONIQUE SERRELL • PROJECT & PARTNERSHIPS**

Monique a partnership and project manager with 17-years of sales, program and partnership experience. She began her career in radio working under owner Paul Allen for HipHop station - Jammin' 95.5. When the station shifted focus from music to sports, Monique helped launch the first ever FM Sports Station on the west coast - 95.5 The Game. The new station would work hand in hand with The Portland Trail Blazers, The Oregon Ducks, and The Portland Timbers. With new opportunities, Monique focused her efforts on partnerships that would impact communities of color and give access to underserved youth. In 2019, Monique joined PLUS ONE society and oversees partnerships with artists, athletes, media and organizations that share in the agency's commitment to social justice.



**STEVEN HWANG • PRODUCTION**

Steven is a problem solver with a specialty for driving operational excellence and leading strategic initiatives on high-performing teams. With 10+ years of experience across technology, media, sports, and entertainment, Steven brings a diverse perspective and skill-set for leadership, program management, marketing, and partnership functions. In addition, he has supported non-profit organizations across the country through event planning/management for marquee fundraisers/galas. Steven joined PLUS ONE to apply his skills and passion in advancing social justice and racial equity in our country.



**MAKAYLA AGNEW • SOCIAL MEDIA & DIGITAL MARKETING**

Makayla is a social and digital marketing professional driven to provide engaging content and incorporate social trends. Makayla manages multiple social accounts, digital marketing campaigns, and writes blogs for PLUS ONE society. As a recent graduate from the School of Journalism and Communication at the University of Oregon and a 2021 Multicultural Advertising Intern Program (MAIP) Fellow, Makayla has a passion for strategic communication.

For celebrities to reach their true potential and remain relevant, social impact initiatives must be considered, evaluated and executed at the same level as general business, media and partnerships. By partnering with PLUS ONE society, celebrities experience a redefined approach to sustainable social impact.



**As a result of our partnership and influence, celebrities have had significant impact on their respective and collective communities:**

- **ANDRE DRUMMOND** – Influenced Policy Reform ([SB 13](#)) in OH via [Play for Justice](#)
- **COMMON** – Headlined (10) [Prison Concerts](#); impacted over 25,000 Incarcerated Individuals
- **CYNTHIA BAILEY & MIKE HILL** – Raised Over \$20K for COVID-19 Relief to Supply PPE to (5) State Prisons in the U.S. via [Influential Justice](#)
- **DeVON FRANKLIN** – Assisted in Passing [Prop 17](#), and Blocking [Prop 20](#) in CA via [Elect Justice CA](#)
- **GIANNIS ANTETOKOUNMPO** – Advanced Aggressive [Criminal Justice Reform Plans in WI](#) via [Play for Justice](#)
- **GEORGE HILL** – Led the [2020 NBA strike](#) spurred by the police killing of Jacob Blake.
- **J. COLE** – Rallied over 30,000 people at the CA State Capitol; petitioned an [end to the cash bail system](#) via [Imagine Justice](#)
- **JESSE WILLIAMS** – Rallied over 30,000 youth from Greater Los Angeles to fight to make mental health a civil right via [WE RISE](#)
- **LONI LOVE** – Assisted in Passing [AB 376](#) via NextGen Policy Student Loan Debt Summit
- **STEVE KERR & W. KAMAU BELL** – Raised \$625K to support the end of gun violence and mass incarceration

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 a 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.

⊕ ONE SOCIETY

ARE YOU IN?



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