

AUTISM SPEAKS® Partnership



THE OPPORTUNITY

A Collaboration between the nation's favorite family-owned hamburger chain and Autism Speaks.



Raise awareness of people impacted by autism.



Increase employee engagement in multiple markets.



Support 'Castle Shares' philanthropic goal to feed hunger, hopes and dreams.



THE PLAN

Retail and Product Marketer
Point of Sale Donation Campaign

- + Point of Sale in-store and online donation cause marketing campaign throughout April, Autism Awareness Month
- + Nationwide fundraising and employee engagement at 400 stores
- + White Castle discount coupon with each \$1/\$3/\$5 donation
- + "Light It Up Blue Spritzer" donation with drink purchase
- + Special edition White Castle "Crave for a Cause" packaging

THE IMPACT

  **1.8 Million** Social impressions

53,000 Unique Engagements

41% Increase in donations, 2014-2015

Multi-tiered employee engagement

"March Madness" style competition

"Best of Rest" and real time results communication

Tiered employee incentives - Gift cards, iPads



COMMUNITY BENEFITS



\$1 Million donation
to fund research, advocacy and critical support around autism



\$4 Million
8-year partner collaboration



Increase autism awareness
in local communities

THE RESPONSE

"It's great to see an iconic company like White Castle helping the autism community. I'm happy to support both the company and the cause."
— White Castle Customer

"We are able to work together to achieve tremendous impact. The thoughtful insights and willingness from Autism Speaks to support us in our efforts to engage our craving customers is the critical success factor that translates to real world results."

— Jamie Richardson, VP, White Castle