

PG&E and the Warriors Team Up to Help Bay Area Communities

Inspired by a shared vision and commitment to invest in diverse local communities, PG&E and the Warriors aligned resources to develop Local Warriors, a flagship community program that encourages employees, season ticket holders, and fans to volunteer their time in the Bay Area's most high-need communities to make a powerful collective impact.

PROGRAM OBJECTIVES:

1. Volunteerism/collaboration with PG&E and Warriors
2. Community engagement
3. Earned media
4. Elected official engagement

LOCAL WARRIORS: SACRED HEART MEAL BAG ASSEMBLY, SEPTEMBER 20, 2017



PG&E and GSW partnered with Sacred Heart Community Service to pack and distribute 5,000 lunch bags. The morning will begin with remarks by PG&E and Sacred Heart executives. Approximately 120 PG&E and Warriors employees, and season ticket holders made sandwiches and packed lunch bags that were distributed to Sacred Heart Community Service, five Alum Rock Union Elementary School District schools and various community organizations offering food assistance programs and services.

Sacred Heart Community Service is a nonprofit organization that assists families with achieving lifelong economic self-sufficiency. Sacred Heart meets basic needs such as food, clothing, and housing assistance, while at the same time offering the tools for self-sufficiency, including employment assistance, family mentoring, and adult and youth education programs.

PG&E EXECUTIVE: Aaron Johnson, Vice President, Customer Energy Solutions

ELECTED OFFICIALS: Councilmember Raul Peralez (District 3), Khanh Russo (City of San Jose's Mayor's Office)

TALENT: Shaun Livingston, Willie Green, Sam Brock (NBC Bay Area News), Raj Mathai (NBC Bay Area News)

OUTCOMES/IMPACT:

- 120 PG&E and Warriors volunteers made a powerful collective impact by providing 5,000 lunch bags and nearly \$20,000 worth of food to the community; completed 600 hours of volunteerism
- Yielded \$77,350 in publicity value—a significant return on investment through the lens of earned media
- Secured Emcee from major news network to ensure coverage
- Deepened relationships with community partners, elected officials, media, and customers

LINK TO PHOTOS: https://m.box.com/shared_item/https%3A%2F%2Fgswarriors.box.com%2Fs%2Fzq7e98zz8zbhfyIxobldau8ofm3hq1tx

LINK TO RECAP VIDEO: <http://www.nba.com/warriors/video/2016/10/13/1476398368531-092016-Local-Warriors-Recap-v2-HD-852162>

TESTIMONIALS:

“We appreciate the outstanding volunteerism that PG&E has provided to Sacred Heart over the years to ensure that members of this community are receiving basic shelter and food needs,” said Sacred Heart Community Service Executive Director Poncho Guevara. “The Warriors have deepened those volunteerism efforts and connections in the South Bay, and I commend both organizations for their efforts.”

“It feels great to be out here in the community and being a part of this Local Warriors event to show the community that we really care about them,” said Livingston. “To be a part of a great volunteer group affecting over 5,000 deserving people is really special to me.”

“This event speaks volumes to the Warriors’ commitment to the community and PG&E is proud to partner with the team to create great events like this,” said PG&E Vice President of Consumer Energy Solutions Aaron Johnson. “I believe events like this make a tremendous impact in the community because this solid lunch, which is seemingly a small thing, makes a big difference in someone’s life and helping someone get back on their feet.”

EARNED MEDIA:

The total publicity value for all coverage is \$77,350.97. This total value excludes the clips from CSN Bay Area, which does not utilize Nielsen ratings.

Broadcast

- KNTV-TV - NBC Bay Area News 11AM (Aired Tuesday, September 20, 2016 at 11:53 a.m.)
Local Viewership: 14,776 / Publicity Value: \$2,304.45
- CSN Bay Area - SportsNet Central (Aired Tuesday, September 20, 2016 at 6:24 p.m.)
Local Viewership: CSN Bay Area reaches over 3.8 million homes throughout California
Publicity Value: N/A

- KTVU-TV - KTVU Fox 2 News at 6PM (Aired Tuesday, September 20, 2016 at 6:45 p.m.)
Local Viewership: 15,882 / Publicity Value: \$5,337.15
- KNTV-TV - NBC Bay Area News at 11PM (Aired Tuesday, September 20, 2016 at 11:29 p.m.)
Local Viewership: 91,252 / Publicity Value: \$41,971.91
- KNTV-TV - Today In The Bay (Aired Tuesday, September 20, 2016 at 4:55 a.m.)
Local Viewership: 9,001 / Publicity Value: \$1,540.49
- KNTV-TV - Today In The Bay (Aired Tuesday, September 20, 2016 at 6:54 a.m.)
Local Viewership: 4,662 / Publicity Value: \$8,428.97
- CSN Bay Area - SportsNet Central (Aired Tuesday, September 20, 2016 at 10:47 p.m.)
Local Viewership: CSN Bay Area reaches over 3.8 million homes throughout California
Publicity Value: N/A / Repeated on Wednesday, September 21 at 12:47 a.m., 6:17 a.m., 6:47 a.m., 7:17 a.m., 7:47 a.m., 8:17 a.m., 8:47 a.m. and 9:17 a.m.)

Print/Online

- Warriors make meals for Bay Area kids
By Tatiana Sanchez, Bay Area News Group / Circulation: 867,310 / Publicity Value: \$8,023
- Warriors Player Shaun Livingston Joins Volunteers to Pack Lunches for Needy South Bay Families
NBC Bay Area / Circulation: 559,940 / Publicity Value: \$5,179.00
- Warriors star bags and distributes food in San Jose (Translated from Chinese)
By Emily Lin, World Journal / Circulation: 363,842 / Publicity Value: \$3,366

Radio

- 95.7 The GAME - The Damon Bruce Show (Aired Tuesday, September 20, 2016 at 3:21 p.m.)
Average Listenership: 16,500 / Total Publicity Value: \$1,200.00

Social Media

<https://www.instagram.com/p/BKmQyJOj6Zp/?taken-by=warriors>

<https://www.instagram.com/p/BKml6PnDphb/?taken-by=warriors>

<https://www.facebook.com/warriors/videos/10154636733742526/>

<https://twitter.com/warriors/status/778376596780482560>

<https://twitter.com/warriors/status/778325577195368449>

<https://twitter.com/warriors/status/778323991035469824>

- Instagram: Likes: 168,100
- Facebook: Likes: 5,311 / Number Seen: 420,174 / Shares: 77
- Twitter: RTs: 403 / Favorites: 2, 188 / Impressions: 615,388

LOCAL WARRIORS: YOUTH CAREER SUMMIT - FEBRUARY 24, 2017

The Local Warriors Youth Career Summit presented by PG&E provided 100 San Francisco youth with career development skills and tools required to thrive and succeed in school and in the workforce. The Warriors and PG&E partnered with the San Francisco Unified School District and United Way Bay Area to engage community leaders in providing career development workshops like resume writing and mock interviews and panel discussions. Warriors Guard Ian Clark spoke to youth and engage in a Q&A facilitated by Ros Gold-Onwude. Nearly 100 PG&E and Golden State Warriors employees volunteered in facilitating workshops, coaching youth and volunteering their time and energy throughout the summit.

PG&E EXECUTIVE: Robert Kenney, Vice President of CPUC Regulatory Relations

ELECTED/GOVERNMENT OFFICIALS: Shaman Walton (Comissioner, San Francisco Board of Education), Hydra Mendoza (Senior Advisor, Education and Family Services, San Francisco Mayor's Office)

TALENT: Ian Clark, Matt Hurwitz, Ros Gold-Onwude (NBC Bay Area Sports)

OUTCOMES/IMPACT:

- 150 PG&E and Warriors volunteers provided 100 students with career development skills and tools required to thrive and succeed in school and in the workforce; completed 560 hours of volunteerism
- Leveraged PG&E employee skills resulting in a successful/high-impact workforce development event that included: career exploration sessions/panels, resume writing workshops, mock interviews, and Perseverance & Professionalism panel
- Generated significant publicity value
- Deepened relationships with community partners, elected officials, media, and customers
- PG&E employee volunteers shared positive feedback, rewarding experience for employees

WARRIORS WEBSITE RECAP: <http://www.nba.com/warriors/news/blogs-pglocalwarriors-recap-20170224>

LINK TO PHOTOS: <https://gswarriors.box.com/s/5u2y8f39885cy91burm9518plb9juog0>

TESTIMONIALS:

"It was great to learn from PG&E about different work fields and learn about different areas of study within engineering," says 17-year-old Phillip & Sala Burton High School Student Julian. "It's awesome to see people in different jobs who started where we are now and branched out to interesting careers to work on these technologies."

"I had an absolute blast at the career summit yesterday! That was probably my favorite volunteering event I have ever done. It was great to hear the leaders talk about how they've all had great mentors, then be given the opportunity to be one of those mentors to the students. I felt the students were really engaged, and definitely took something away from the day. I really hope we get to do more events like that. I really appreciate the opportunity to be involved."

-- Eric D. Alvarado, Sr. Gas Program Manager

EARNED MEDIA:

The Youth Career Summit was featured by NBC Bay Area Sports sideline reporter Ros Gold-Onwude during the game broadcast on Tuesday, February 28, which is the largest regional game broadcast network in the NBA. Media valuation is not applicable as CSN Bay Area does not utilize Nielsen ratings.

Broadcast

- CSN Bay Area - Warriors vs. Wizards (Aired Tuesday, February 28 at 5:35 p.m.)
Local Viewership: CSN Bay Area reaches over 3.8 million homes throughout California
Publicity Value: N/A / Re-run Wednesday, March 1 at 1:31 a.m. and 3:01 p.m.

Social Media

- <https://twitter.com/warriors/status/711672430151004160>
- <https://twitter.com/warriors/status/711228520815525888>
- <https://twitter.com/warriors/status/710880470628745217>
- <https://twitter.com/warriors/status/709059721127399426>
- <https://twitter.com/warriors/status/708762528185262080>
- <https://www.facebook.com/warriors/posts/10154078409347526>
- <https://twitter.com/warriors/status/707293427759579136>
- Facebook: Likes: 2,462 / Number Seen: 235,801 / Shares: 99
- Twitter: RTs: 429 / Favorites: 2,024 / Impressions: 795,193