

C4
ENERGY



**WOUNDED WARRIOR
PROJECT**



CASE STUDY



★ **Nutrabolt Powers Sales & Social Impact** ★



Nutrabolt Powers Sales & Social Impact

Through Co-Branded Products, Events, and Support for Military Heroes



“WWP’s objective of honoring and empowering our nation’s heroes was consistent with what we’re trying to do at Nutrabolt – empower people and their daily moments of greatness.”

KATIE GEYER
Vice President of Talent Partnerships & Experience at Nutrabolt

Wounded Warrior Project Carry Forward 5K participants enjoying a C4 energy drink.

OVERVIEW

Nutrabolt is a global leader in the active health and wellness industry that creates products designed to maximize human potential. Their support for the veteran community naturally evolved from the company’s deep respect for our nation’s veterans, with several of their employees being former service members.

The decision to partner with WWP took shape when Nutrabolt’s team met with WWP and realized the two company’s objectives aligned. Their longstanding belief in giving back was a driving force that led to collaboration with Wounded Warrior Project® (WWP).





Nutrabolt Powers Sales & Social Impact

Through Co-Branded Products, Events, and Support for Military Heroes



“As a company, you have to lean into who you are and what's authentic to you as a brand. We had proven insights and sales data showing that C4 Energy resonates with the military community.”

KATIE GEYER
 Vice President of Talent Partnerships & Experience at Nutrabolt

C4 product being introduced at an event.

GOAL

Nutrabolt’s partnership with WWP serves a dual purpose:

- ★ To support a leading organization that provides crucial resources and services to injured veterans and their caregivers.
- ★ To honor and empower veterans through genuine product integrations that ignite their potential, fostering deep storytelling and emotional engagement.



Nutrabolt Powers Sales & Social Impact

Through Co-Branded Products, Events, and Support for Military Heroes



“The incredible high regard veterans have for WWP distinguishes it from other organizations. They operate at the highest level of authenticity and impact. From the outset, Nutrabolt believed we were partnering with the best of the best. The past year of working with WWP has only confirmed that conviction”

KATIE GEYER

Vice President of Talent Partnerships
& Experience at Nutrabolt

C4 Superhuman Performance cans with Wounded Warrior Project logo.

STRATEGIC APPROACH

Nutrabolt’s partnership with WWP encompasses several elements, including:

- ★ **Co-branded products:** Two co-branded C4 Energy drinks and four C4 pre-workout powders were created and launched nationwide and through military channels.
- ★ **National Sponsorship:** C4 is the national energy drink sponsor of WWP Carry Forward® 5K events.
- ★ **Ambassador Support:** Nutrabolt sponsors grassroots supporters, such as Nick Perales and Adam Sandoval, who raise awareness and funds for WWP.
- ★ **Retail Promotions:** Nutrabolt executed dedicated retailer promotions and donation-match campaigns to benefit WWP.



Nutrabolt Powers Sales & Social Impact

Through Co-Branded Products, Events, and Support for Military Heroes



“Seeing Wounded Warrior Project and C4 partner is like a perfect match. They both share very like-minded values and traits - helping people engage, be active, and be a productive part of society. I am proud to be a part of that.”

NICK PERALES
Nutrabolt Amassador

NUTRABOLT AMBASSADOR Nick Perales

RESULTS

The first-year results of Nutrabolt’s partnership with WWP are impressive.

- ★ Launch of **C4 Energy** drinks garnered significant appeal across military, convenience, and grocery channels.
- ★ C4 Performance Energy Mango Foxtrot ranked among the top 15 performance energy drinks with several key retail partners
- ★ Over \$3 million in C4 Energy Mango Foxtrot had been sold, as of February 2023, and is now available in more than 20,000 stores.
- ★ Nutrabolt ambassador Nick Perales’ trek garnered coverage in over 25 media outlets, generating over 340 million impressions.
- ★ A video, posted on social media, about Nick’s trek generated over 200,000 views and impressions.
- ★ Nutrabolt pledged a \$500,000 donation to WWP during its two-year partnership.
- ★ Nutrabolt’s relationships with key retailers, Wounded Warrior Project, and the military community were strengthened.





Nutrabolt Powers Sales & Social Impact

Through Co-Branded Products, Events, and Support for Military Heroes



“As a company, you have to lean into who you are and what’s authentic to you as a brand. We had proven insights and sales data showing that C4 Energy resonates with the military community.”

KATIE GEYER
Vice President of Talent Partnerships & Experience at Nutrabolt

NUTRABOLT AMBASSADOR Nick Perales (LEFT), WOUNDED WARRIOR Juan Arredondo (RIGHT)

PARTNER INSIGHTS

For companies considering a nonprofit partnerships, Nutrabolt offers insights

- ★ **Authenticity is Key:** Leverage your brand’s authenticity and values in your partnership, as Nutrabolt did with C4 Energy’s resonance with the military community.
- ★ **Quality Over Quantity:** Focus on one or two key partnerships to create a more substantial impact for both partners.
- ★ **Go Deep On Activations:** Invest in meaningful collaborations that tell a compelling story, benefitting all involved parties.





★ **THANK YOU** ★

To learn more about how your company can support Wounded Warrior Project, visit
woundedwarriorproject.org/corporate-giving
or contact us at partners@woundedwarriorproject.org