

# FINANCIAL BEGINNINGS

## 2016 GIVING LEVELS AND SPONSOR BENEFITS

*Money smarts start with you!*

### BENEFITS OF ALL SPONSOR LEVELS

- Supporting equitable opportunities for economic advancement for individuals and families in Oregon and Washington,
- Expanding your visibility to parents, youth, educators, community organizations, and regional businesses, and,
- Empowering over 27,000 individuals to take control of their financial future.

### OVERVIEW OF GIVING LEVELS

\$2.5K	PARTNER	EVENT SPONSORSHIP OPPORTUNITIES FOR:  ANNUAL GALA  FINANCIAL LITERACY CONFERENCE
\$5K	COLLABORATOR	
\$10K	INVESTOR	
\$20K	VISIONARY	
\$30K	CHANGEMAKER	

### OUR MISSION

Financial Beginnings empowers youth and adults to take control of their financial futures. Financial Beginnings provides educational programs that incorporate all aspects of personal finance to give individuals the foundation they need to make informed financial decisions.

# 2016 MILESTONES

27,000+ Youth and Adults Educated

100+ School, College, and University Partners

50+ Community and Nonprofit Partners

400+ Trained Volunteers

10,000+ Fans, Followers, and Friends

# 2016 SPONSOR BENEFITS

## PARTNER \$2.5K

Annual Report Placement | Logo on Website | Quarterly Volunteer Achievement Report | Branded Materials Discount

### COLLABORATOR \$5K

- Partner Level Benefits



- Logo on Student Manuals

- Two Volunteer Trainings
- Engagement Reporting

### INVESTOR \$10K

- Partner Level Benefits
- Logo on Student Manuals
- Three Volunteer Trainings
- Engagement Reporting



- Subject Sponsor of Financial Foundations

- Recognition at Forums and Conference
- Sponsor Interview

### VISIONARY \$20K

- Partner Level Benefits
- Logo on Student Manuals
- Four Volunteer Trainings
- Engagement Reporting
- Recognition at Forums and Conference
- Sponsor Interview



- Presenting Sponsor of either Forums or Conference

- Supply of Student Manuals
- Press Release Announcing Partnership

### CHANGE MAKER \$30K

- Partner Level Benefits
- Logo on Student Manuals
- Five Volunteer Trainings
- Engagement Reporting
- Recognition at Forums and Conference
- Sponsor Interview
- Supply of Student Manuals
- Press Release Announcing Partnership



- Presenting Sponsor of a Major Youth Program

- Supply of 100 Customized Student Manuals
- Placement on Website of

SPONSOR LEVEL	DESCRIPTION OF SELECT SPONSOR BENEFITS
<b>ALL LEVELS</b>	<ul style="list-style-type: none"> <li>• <b>Logo on Student Manuals</b>   Includes color logo on the back of each student guide for all four youth programs (Financial Footings, Financial Framings, Financial Foundations, and Pathways to Postsecondary Success).</li> <li>• <b>Quarterly Volunteer Achievement Report</b>   Details Sponsor employees who have been trained and who have taught financial education programs. Includes hours, location, and low/moderate income status of those served.</li> </ul>
<i>STARTING AT</i> <b>COLLABORATOR</b> <i>\$5K</i>	<ul style="list-style-type: none"> <li>• <b>Volunteer Trainings</b>   Includes training of up to 50 employees held at Sponsor’s location. Includes all training materials and access to internal volunteer website.</li> <li>• <b>Engagement Reporting</b>   Includes access to internal website detailing volunteer engagement of Sponsor employees. Sponsor is able to pull customized reports at any time.</li> </ul>
<i>STARTING AT</i> <b>INVESTOR</b> <i>\$10K</i>	<ul style="list-style-type: none"> <li>• <b>Subject Sponsor of Financial Foundations*</b>   Choose from one of five subjects (Banking, Budgeting, Investing, Credit, and Risk Management), includes additional black and white logo on inside first page listed as “[Subject] presented by: [Sponsor Name &amp; Logo]” (full page).</li> <li>• <b>Recognition at Unraveling Forums and Financial Literacy Conference</b>   Includes verbal acknowledgement at beginning of event; name and logo in printed materials distributed at each event; and recognition on webpage of each event.</li> <li>• <b>Sponsor Interview</b>   Includes an annual Sponsor interview well-publicized via social and traditional media and featured on website, blog, and newsletter.</li> </ul>
<i>STARTING AT</i> <b>VISIONARY</b> <i>\$20K</i>	<ul style="list-style-type: none"> <li>• <b>Presenting Sponsor of Unraveling Series or Financial Literacy Conference</b>   Includes “Presented by: [Sponsor]” logo placement on all event marketing materials including event program, banners/posters, the event’s separate webpage, and live projection; acknowledgement in pre and post event press releases; verbal acknowledgement at the event’s start; and an opportunity to address audience at event of choice.</li> <li>• <b>Supply of Student Manuals</b>   Includes 50 manuals for each of the four major youth programs, 300 total.</li> </ul>
<b>CHANGE MAKER</b> <i>\$30K</i>	<ul style="list-style-type: none"> <li>• <b>Presenting Sponsor of Major Youth Program*</b>   Choose from one of four programs: Financial Footings, Financial Framings, Financial Foundations, and Pathways for Postsecondary Success. Presenting sponsorship includes “[Program] presented by: [Sponsor]” color logo and acknowledgement on front inside cover (full page) of all student manuals. This also includes recognition on the sponsored program’s separate webpage, recognition in relevant press releases (up to four annually), and acknowledgement and logo on all promotional materials including those sent to schools and community groups.</li> <li>• <b>Supply of Customized Manuals</b>   Includes 200 manuals from the sponsored program.</li> <li>• <b>Sponsor-Branded Webpage</b>   Includes a Sponsor branded url to showcase Sponsor’s partnership with Financial Beginnings. Allows for easy and branded access to Financial Beginnings’ internal reporting data, and for sharing of financial literacy resources.</li> </ul>

\*Available on a first-come, first-served basis.

# ANNUAL GALA SPONSORSHIP

WEDNESDAY, MAY 4 | 11:30 AM - 1 PM | PORTLAND ART MUSEUM | 1219 SW PARK AVE. | PORTLAND, OR 97205  
WEDNESDAY, JUNE 1 | 11:30 AM - 1 PM | BENAROYA HALL | 200 UNIVERSITY ST. | SEATTLE, WA 98101

	TABLE \$1K	SILVER \$2.5K	GOLD \$5K	PRESENTING \$10K
Table Sponsorship (Tickets for 8)				
Table Signage				
Name in Printed Program				
Recognition on Separate Event Webpage				
One Additional Table (2 Total)				
Logo in Printed Program				
Logo Placement and Recognition on Financial Beginnings' Website				
Listing in Annual Report				
Two Tables				
Big Screen Placement at Event				
Welcome Signage Placement				
1/2 Page Space in Printed Program				
Two Tables, Additional Tickets as Necessary				
Recognition in Pre- and Post-Event Press Release				
Full Page Spread in Printed Program				
Acknowledgment in Event Invitations				
Verbal Acknowledgement at Event				
Opportunity to Address Audience at Event				

PLUS ALL PARTNER-LEVEL BENEFITS

PLUS ALL COLLABORATOR-LEVEL BENEFITS

# ANNUAL FINANCIAL LITERACY CONFERENCE SPONSORSHIP

FRIDAY, OCTOBER 14 - SATURDAY, OCTOBER 15 | 8 AM - 4 PM

CHEMEKETA EOLA | 215 DOAKS FERRY RD. NW | SALEM, OR 97304

Two Tickets to Lunch Reception

Recognition Announcement

Table to Display Sponsor Materials

Company Name and Logo on Event Webpage

**BRONZE \$1K**

**SILVER \$2K**

**GOLD \$5K**

**PRESENTING \$10K**

Four Tickets to Lunch Reception

Company Name and Logo on Select Printed Conference Materials

Opportunity to Address Audience During Sponsored Segment

Six Tickets to Lunch Reception

Conference Admission for Six Adult Participants

Feature in the Financial Beginnings Newsletter

PLUS ALL PARTNER-LEVEL BENEFITS

Eight Tickets to Lunch Reception

Company Marketing Message Included in Printed Conference Program

Opportunity to Address Audience at Opening of Conference

Company Recognition in Pre- and Post-Conference Press Release

Conference Admission for Eight Adult Participants

PLUS ALL COLLABORATOR-LEVEL BENEFITS