



**SFE&PD**<sup>®</sup>

Hilton

Alexandria

Old Town Hotel

October 2-3, 2017

Alexandria, VA 22314

**Society for Financial Education & Professional Development, Inc.**

***Tenth Annual Financial Literacy Leadership Conference  
and***

***Join Us for SFE&PD's 10th Anniversary Celebration & Awards Ceremony!***

**Theme - "Financial Reality vs. Financial Behavior"**

At this fall's Tenth Annual Financial Literacy Leadership Conference, experts, senior government officials, and leading educators will present new insights into financial decision making. Conference attendees will leave with information on changing financial behavior and gaining greater personal finance management skills.

Plenary sessions will feature high-profile policymakers with outstanding financial literacy expertise and a special professional development session. Multiple concurrent sessions will be led by financial education experts and researchers who will discuss the latest information on how financial behavior affects our decisions.

This year the conference will include a special 10th Anniversary Celebration & Awards Ceremony on Monday evening, October 2nd. This event will highlight progress in the financial literacy field and achievements of financial literacy advocates and leaders.

### **Sponsorship Levels, Benefits & Opportunities**

Connect with your target audience and establish new relationships at SFE&PD's Tenth Annual Financial Literacy Leadership Conference!

As the only professional development conference tailored specifically for financial educators, SFE&PD provides a unique opportunity for financial literacy advocates convening to enhance their professional skills. Our top-rated, well-attended conferences include individuals from across the nation and overseas. Conference sponsorship is a high-profile way to demonstrate your commitment to increasing the financial literacy of Americans throughout the United States while also showcasing your services. Your organization can sponsor a specific general session, a workshop, a break, the luncheon, the celebratory 10th Anniversary event, or become a major sponsor for the conference.

SFE&PD would be pleased to partner with you and we hope you will support our Tenth Annual Financial Literacy Leadership Conference. Financial educators, financial and educational institutions, federal and state officials, and consumers will attend. For additional information about conference sponsorship, please call 703-920-3807 or e-mail questions to [info@sfpd.org](mailto:info@sfpd.org). We would be glad to meet with you or schedule a conference call to discuss conference sponsorship opportunities.



## 2017 Sponsorship Package

## **All of Our Sponsorships Include:**

- Recognition in pre-conference communications
- Recognition in on-site conference materials
- Sponsor recognition on general on-site signage
- Letter from SFE&PD's Founder & President, included in the conference program that recognizes your organization's support of the conference and its mission
- Recognition in SFE&PD's quarterly newsletter
- Corporate Booth Display at the Conference
- Corporate Banner Display at the Conference
- Inclusion in the SFE&PD marketing materials distributed to over 4,000 individuals, and organizations with a readership of over 9,000!

## Sponsorship Levels

## Platinum Level–Keynote Luncheon Speaker

**\$25,000**

- Exclusive Title Naming Rights for the conference along with Exclusive Branding for the Luncheon and recognition throughout the year on SFE&PD's website, which will include a direct link to your website
- Branding and development of your own signature workshop, along with providing facilitators and providing corporate materials to be distributed to workshop participants
- Opportunity to work with SFE&PD to frame & develop content for the conference program
- Corporate logo printed on all marketing & promotional materials as Title Sponsor
- Corporate name mentioned as Title Sponsor in all media interviews
- Host Sponsor of Hospitality/Networking Reception & opportunity to make welcoming remarks
- Opportunity to provide opening remarks at the beginning of the conference
- Registration for five (5) persons at the Tenth Annual Financial Literacy Leadership Conference
- Two tables of 10 each with preferred seating at the SFE&PD Luncheon; recognition on the invitation, in the program and from the podium at the event and posted luncheon signage
- Exclusive industry sponsorship limited to a total of five (5) sponsors



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## 2017 Sponsorship Package

### **10th Anniversary Celebration Event and Awards Ceremony \$15,000**

- Host sponsor of 10th Anniversary Celebration and welcome remarks
- Branding of Signature 10th Anniversary Celebration
- Recognition on SFE&PD's website and a direct link to your website
- Corporate logo printed on all marketing and promotional materials
- Special reserved table for ten (10) people
- Registration for four (4) persons at the Tenth Annual Financial Literacy Leadership Conference

### **Gold Level – Plenary Sessions Sponsorship \$10,000**

- Branding and development of your own signature workshop, along with providing facilitators and providing corporate materials to be distributed to workshop participants
- Recognition on SFE&PD's website, which includes a direct link to your website
- Host Sponsor of Hospitality/Networking Reception & make welcoming remarks
- Opportunity to provide opening remarks at the beginning of the conference
- Registration for four (4) persons at the Tenth Annual Financial Literacy Leadership Conference
- A table of ten (10) with special seating at the SFE&PD Luncheon; recognition in the program and from the podium at the event and posted luncheon signage
- Exclusive industry sponsorship limited total of five (5) sponsors

### **Silver Level – Workshop and/or Break Sponsorship \$5,000**

- Sponsor of Break/Networking Station (possible planned informational activity) with designated sponsor signage placed at all break stations
- Registration for three (3) persons at the Tenth Annual Financial Literacy Leadership Conference

### **Bronze Level – Conference Supporter \$2,500**

- Tenth Annual Financial Literacy Leadership Conference registration for two (2) persons

*SFE&PD, a national leader in financial literacy advocacy, is proud to work to ensure that more Americans, especially those with limited resources, become financially independent and achieve long-term financial and professional development goals. Each year more than 200 financial educators, researchers, social workers, and professionals in educational and financial sectors attend our conference. We hope that you will join us this year as a sponsor of one of the most important annual financial literacy conferences in the country.*



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## Sponsorship Opportunities

<input type="checkbox"/> We would like to be a Platinum Sponsor	\$ 25,000
<input type="checkbox"/> We would like to be a 10th Anniversary Sponsor	\$ 15,000
<input type="checkbox"/> We would like to be a Gold Sponsor	\$ 10,000
<input type="checkbox"/> We would like to be a Silver Sponsor	\$ 5,000
<input type="checkbox"/> We would like to be a Bronze Sponsor	\$ 2,500
<input type="checkbox"/> We would like to be a contributor	\$ _____

**Sponsor/Contributor:** \_\_\_\_\_

(Include company contact information)

Company/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Contact: \_\_\_\_\_ Email: \_\_\_\_\_

- Please invoice me.
- My check # \_\_\_\_\_, payable to Society for Financial Education and Professional Development, Inc. is enclosed
- Payment by credit card (Complete information below)

If paying by credit card, please check one

- Visa
- MasterCard
- Amex
- Discover

Account Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Cardholder's Signature: \_\_\_\_\_ 3- or 4- Digit Security Code: \_\_\_\_\_

Name as it appears on credit card: \_\_\_\_\_

Please fax this form to: 703-647-6259 or return this form by mail to: The Society for Financial Education and Professional Development, Inc., 500 Montgomery Street, Suite 400, Alexandria, VA 22314. For additional information or to charge by phone, please call Una Daniels-Edwards at 703-920-3807.