Society for Financial Education & Professional Development, Inc.
12th Annual Financial Literacy Leadership Conference
Theme: Financial Literacy Applications
The 12th Annual Financial Literacy Leadership Conference will showcase unique ways and methods of how financial literacy is being applied to increase financial knowledge in the United States and abroad. We will dive into topics focused on improving the financial well-being of individuals and families. Financial experts, multimedia specialists, innovative entrepreneurs, top government officials, researchers and leading financial educators will share their expertise and best practices with us.

Plenary and multiple concurrent sessions will be held to present and discuss the latest strategies and techniques to increase the effectiveness of financial education programs. We will take a look at the financial literacy needs of the handicapped and disabled, and examine the techniques necessary to ensure financial sustainability during a natural disaster. We will host keynote interviews with leading financial experts and hold a special plenary session covering stress and financial decision-making. Don’t miss out on the opportunity to learn from dynamic leaders in the financial education field and to make new connections at the same time!
Conference History

Since 2007, SFE&PD has hosted an Annual Financial Literacy Leadership Conference for financial educators, policy makers, nonprofits, researchers, and citizens to share new information and best practices. Each year the conference receives high satisfaction rating ranging from 96% to 98% from conference attendees and maintains a high retention rate over 60%. Many participants attend every SFE&PD conference we host and we make sure to offer ample opportunities for people to network and reconnect. That is why our event is the “conference of choice” for organizations, nonprofits and individuals engaged in the financial and economic literacy movement.

Financial educators attend the conference to gain new knowledge and strategies to improve the outcomes of the financial literacy programs. Policymakers come to the conference to introduce proposed or existing policies, while researchers share new information that financial educators can infuse into existing programs. Consumers attend to seek knowledge and information to enhance their financial well-being and prepare them for engagement in the financial and economic marketplace.

SFE&PD has hosted conferences in New Orleans, LA, Atlanta, GA, Washington, D.C. and Arlington, VA, attracting financial educators and professionals from all parts of the United States, Canada, New Zealand, Germany, South Africa, South Korea, Zimbabwe, and other countries. Join us as we work together to build awareness and increase financial literacy for people of all backgrounds and ages, and to ensure that more individuals can successfully participate in the global economy.

Society for Financial Education and Professional Development, Inc. is a 501(c)3 nonprofit organization on a mission to enhance the financial and economic literacy of individuals and households in the United States, and promote professional development at the early stages of career development through mid-level management.
Who attends the Annual Financial Literacy Leadership Conference?

- Financial Experts
- Researchers
- Leading Educators
- Government & Industry Leaders
- Student Ambassadors
Conference Highlights

Financial Literacy Applications
Policy and Laws
Financial Education Resources
Research and Development
Innovative Techniques
Technology
Partnerships and Collaborations
Networking
Keynote Speakers and Conversations

SFE&PD Awards

Eagle
Partner
Alumni
Community Service
Visionary
Conference Speakers & Moderators
Sponsorship Levels, Benefits & Opportunities

Connect with your target audience and establish new relationships at SFE&PD’s 12th 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 or become a major sponsor of the conference. Platinum, Gold, Silver and Bronze sponsorship levels are available.

SFE&PD is eager to partner with you and we hope you will support our 12th Annual Financial Literacy Leadership Conference.
2019 Conference Sponsorship Package

All our sponsorships include:

▪ Recognition in pre-conference communications.
▪ Recognition in conference welcome remarks.
▪ 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 Sponsorship $20,000

• Exclusive Title Naming Rights for the conference, Exclusive Branding for the Luncheon, and introduction of the Keynote Luncheon Speaker. 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 and social media.

• Opportunity to provide opening remarks at the beginning of the conference.

• Registration for five (5) persons at the 12th Annual Financial Literacy Leadership Conference.

• Two tables of ten (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.
Gold Level Sponsorship $15,000

- 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 & welcoming remarks opportunity.

- Registration for four (4) persons at the 11th 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 Sponsorship  $10,000

• 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 12th Annual Financial Literacy Leadership Conference.

Bronze Level Conference Supporter  $5,000

• 12th Annual Financial Literacy Leadership Conference registration for two (2) persons.
For additional information or to schedule a conference call to discuss sponsorship opportunities, please contact us or email us.

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