

16TH ANNUAL FINANCIAL LITERACY LEADERSHIP CONFERENCE
POWER YOUR PROSPERITY
OCTOBER 3-4, 2024



GAYLORD NATIONAL RESORT | NATIONAL HARBOR, MD

**SPONSORSHIP
OPPORTUNITIES**



ABOUT US

For 25 years, the Society for Financial Education and Professional Development (SFEPD), based in the Washington, D.C. area, has served as a financial literacy and professional development nonprofit. We teach financial skills to people of all ages and backgrounds with a focus on underserved communities and HBCU college students.

OUR MISSION

To enhance financial and economic literacy and to promote the professional development of individuals in underserved communities.

SFEPD SPECIAL EVENTS

- Quarterly Talks with Ted Webinar Series - Individual Talks with Financial and Education Sector Experts
- Annual Financial Literacy Leadership Conference
- SFEPD Academy - Virtual Financial Literacy Camp for High School Students

OUR STORY

SFEPD is an award-winning national leader in the financial literacy field. Established in 1998, SFEPD is one of the first educational nonprofits to deliver customized financial literacy programs and professional development opportunities for people in communities across the nation.

SFEPD is the brainchild of Theodore “Ted” Daniels. Daniels realized that Americans, especially communities of color and first-generation college students, did not have access to the financial knowledge needed to successfully manage their finances. To change this, Daniels started SFEPD to teach financial management skills to individuals, with a special focus on Historically Black Colleges and University (HBCUs) students.



16TH ANNUAL FINANCIAL LITERACY LEADERSHIP CONFERENCE **POWER YOUR PROSPERITY**

SFEPD's Annual Financial Literacy Leadership Conference is the destination for financial educators, federal and state policymakers, researchers, nonprofits, colleges and universities, students, and consumers to advocate for and enhance the financial literacy of Americans of all ages and backgrounds. Our top-rated conferences include organizations and individuals from across the nation and overseas. This year, we are featuring dynamic speakers and workshops with the theme "Power Your Prosperity."

Demonstrate your commitment to increasing the financial literacy of Americans while showcasing your financial education products and services by serving as a conference sponsor. Diamond, Platinum, Gold, Silver, and Bronze sponsorship levels are available. Opportunities also include sponsoring a specific break or luncheon.

SFEPD's Power Your Prosperity conference will feature keynote and luncheon speakers, and several concurrent workshops each day. An exhibit hall will also be available for participants to network with sponsors and other attendees.



CONFERENCE SPONSORSHIP LEVELS

Diamond - \$50,000

- Conference Registrations: 20
- Opportunity to have company representative open the conference
- Diamond sponsor recognition on social media, SFEPD website and conference outreach
- Digital ads during conference
- Recognition in conference app and printed program
- Opportunity to share short video ad on app and during joint session
- Recognition in pre-conference communications and opening remarks
- Recognition as sponsor in SFEPD quarterly newsletter
- Exhibitor table/booth
- Nametag recognition for company representatives in attendance
- Opportunity to frame and develop workshop, including choice of facilitators and materials distributed to attendees
- Opportunity to include promotional materials in conference attendee bags

Platinum - \$30,000

- Conference Registrations: 10
- Platinum sponsor recognition on social media, SFEPD website and conference outreach
- Digital ads during conference
- Recognition in conference app and printed program
- Opportunity to share short video ad on app and during joint session
- Recognition in pre-conference communications and opening remarks
- Recognition as sponsor in SFEPD quarterly newsletter
- Exhibitor table/booth
- Nametag recognition for company representatives in attendance
- Opportunity to frame and develop workshop, including choice of facilitators and materials distributed to attendees

CONFERENCE SPONSORSHIP LEVELS

Gold - \$20,000

- Conference Registrations: 8
- Gold sponsor recognition on social media, SFEPD website and conference outreach
- Digital ads during conference
- Recognition in conference app and printed program
- Opportunity to share short video ad on app and during joint session
- Recognition in pre-conference communications and opening remarks
- Recognition as sponsor in SFEPD quarterly newsletter
- Exhibitor table/booth
- Nametag recognition for company representatives in attendance

Silver - \$10,000

- Conference Registrations: 6
- Silver sponsor recognition on social media, SFEPD website and conference outreach
- Digital ads during conference
- Recognition in conference app and printed program
- Recognition in pre-conference communications and opening remarks
- Recognition as sponsor in SFEPD quarterly newsletter
- Exhibitor table/booth
- Nametag recognition for company representatives in attendance

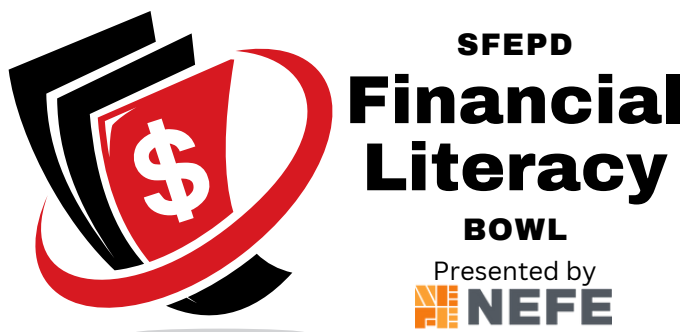
Bronze - \$5,000

- Conference Registrations: 4
- Bronze sponsor recognition on social media, SFEPD website and conference outreach
- Digital ads during conference
- Recognition in conference app and printed program
- Recognition in pre-conference communications and opening remarks
- Recognition as sponsor in SFEPD quarterly newsletter
- Exhibitor table/booth
- Nametag recognition for company representatives in attendance

HBCU FINANCIAL LITERACY BOWL

In what quickly became a conference favorite, SFEPD launched a new event in 2023. SFEPD is pleased to announce that the HBCU Financial Literacy Bowl is returning this year. Teams of four students from our HBCU Student Ambassador Programs will compete in a Financial Literacy Bowl competition.

Initially open to all SFEPD Ambassador programs, teams from each participating HBCU will compete in a two-phased competition to see who is the most financially savvy. The first round of the competition will be held virtually, and teams will compete in a speed round of financial literacy questions. The top three teams and their oversight professor will join us for a live competition as part of the conference events. Teams will compete for bragging rights and, of course, cash prizes.



NEFE (National Endowment for Financial Education) is the presenting sponsor of the Financial Literacy Bowl for **\$30,000**, including exclusive naming rights for the event.

Sponsorship includes logo on pre-event publicity, including on marketing materials, conference program, SFEPD website and eblasts, as well as tagging on social media. Opportunity to schedule one-on-one meetings with HBCU students also available.

NAMING OPPORTUNITIES

Break Sponsor - \$8,000

- Two Available
- Companies choosing to sponsor a break will receive all the benefits of the Bronze Level Sponsorship, as well as the event acknowledgment

Breakfast Sponsor - \$12,500

- Two Available
- Companies choosing to sponsor a breakfast will receive all the benefits of the Silver Level Sponsorship, as well as the event acknowledgment

Lunch Sponsor - \$12,500

- Two Available
- Companies choosing to sponsor a lunch will receive all the benefits of the Silver Level Sponsorship, as well as the event acknowledgment



SFEPD STAFF



Theodore R. Daniels
Founder & President



Tiffany Murray, PhD, AFC[®]
Managing Director



Una Daniels-Edwards
Vice President,
Program Management



Melissa Schnur
Director of Marketing & Events



Jaqee Cooke, AFC[®]
Assistant Program Manager



Robert Kinzer
Lead Financial Educator



Ginie Lynch
Senior Communications Advisor



Martiara Boyd
Student Assistant



"The opportunity to connect with like-minded professionals centered around the work that we do. The mission of the organization is also in alignment with my values. I like the format of the panel with individuals from various backgrounds. I also love that the student ambassadors participate and that college students attend. The conference is large enough to be effective yet small enough to be intimate. I am always so energized after attending."



"I loved the interaction with both young and seasoned attendees. It was excellent witnessing the enthusiasm of all involved in the financial field. Most refreshing was the engagement of the young people of color and their passion for the financial industry overall."



"It was great meeting people from so many different kinds of financial education sectors. It gave me a greater appreciation on all the different ways we can educate and impact our community."



"I absolutely enjoyed everything about the conference that I experienced. It was STELLAR! This conference was one of the BEST conferences that I have attended. The workshops were phenomenal. All of the nuggets and invaluable information I received will be shared amongst my peers, family, friends, colleagues, and the community. I gained even more knowledge on the broad component of financial literacy which has helped me to focus on a major for the next level of my educational journey."



"An excellent conference that was inclusive, informative, and interactive. I picked up many nuggets to take back to my organization on the tremendous work you are doing at SFEPD. Kudos and shout out to your team for hosting an outstanding conference."



"Everything was great... great sessions, great exhibitors, kind attendees... really among the best conferences I've been to."

To secure your sponsorship or for more information regarding our Power Your Prosperity Conference, please contact Theodore Daniels at tdaniels@sfepd.org | 703.920.3807

