

A Financial
Movement for
AMERICA'S Youth
2018



SPONSORSHIP OPPORTUNITIES

www.Moneylive.org

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Did you Know?

Teenagers have the most disposable income of any other segment of society!

Teenage Consumer Spending Statistics Data

- Total number of teens in the U.S. **\$26,873,000**
- Total U.S. teen spending (*Products bought by and for teens*) **\$258.7 Billion**
- Total annual teen income in the U.S. **\$91.1 Billion**
- Average annual income of a 12-14 year old **\$2,767**
- Average annual income of a 15-17 year old **\$4,923**
- Annual amount of money families spend on teens **\$157.6 Billion** for (*food, apparel, personal-care items, and entertainment*)

Alliance Financial presents a unique opportunity for your business to reach this strong and growing market!

Who is Alliance Financial Ministries, Inc.?

Alliance Financial Ministries, Inc. is a non-profit organization whose mission is to promote financial literacy. AFM provides financial education programs for individuals and organizations that want to enjoy a more financially secure future. We are dedicated to empowering individuals through financial education. We believe that financial well-being is fundamental to the foundation of a successful society.

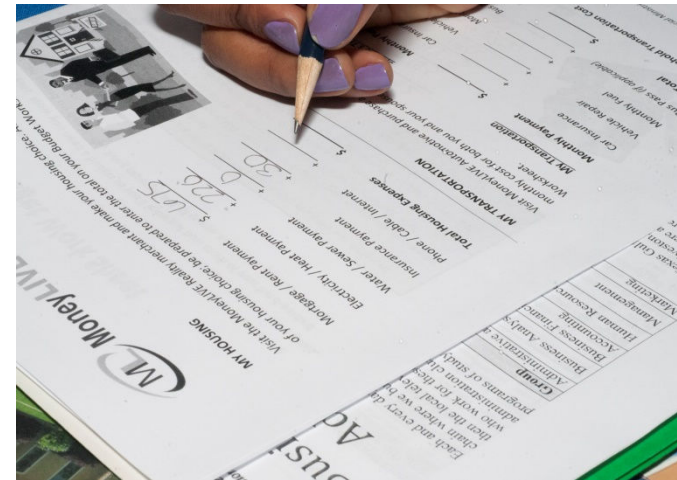


What is MoneyLIVE?

MoneyLIVE is a program designed to deliver practical life and financial lessons to students. This one-day event gives high school and college students an opportunity to learn about careers. Students also learn how to make real life financial decisions as a result of their career choice.

First, students learn about career opportunities linked to engineering, science and other areas from individuals in those careers. Next, students visit ten different stations and make real life decisions that will influence them when they start their careers.

The lessons learned during this simulation allow students to see a correlation between lifestyle and career choices. Students also learn how to budget their earnings to afford their desired lifestyles.



Sponsorship Opportunities

Alliance Financial offers sponsors several opportunities to get involved. AFM presents a chance for your business to reach this strong and growing teen and young adult market. Sponsoring the MoneyLIVE event will help set your business apart from the other organizations that are targeting the teen market.



How Sponsors Can Get Involved

There are several ways a sponsor may get involved with this exciting and valuable event. The goal is to affect the financial lives and spending habits of all who attend by giving high school and college age youth a financial head start in life!

MoneyLIVE is a money management program that provides the financial decision-making tools youth need to create financial independence, and the lessons learned at this event will create good financial habits that will last a lifetime.

By sponsoring this event, your organization will send the message to participating youth and parents that you care about their well-being and future. An event of this magnitude presents a lot of opportunities for you to participate.



Premier Platinum Sponsor – \$5,000

This is an exclusive level of sponsorship

By choosing this level, the sponsor will be entitled to several exclusive opportunities.

Benefits included:

- The sponsor receives the right to provide proprietary material to the event attendees and will have a one-page ad on inside cover of the MoneyLIVE Magazine.
- The sponsor is recognized as our platinum sponsor, your logo will be prominently displayed throughout the event.
- The sponsor will also be displayed on all marketing material for the event.
- The platinum level sponsor is asked to have a display table set-up to place brochures and/or marketing materials throughout the entire event.
- Your logo and a hyperlink to your website will also be placed on the sponsor web page on Alliance Financial Ministries, Inc.'s website and the event web page.



Gold Level Sponsor - \$2,500

The sponsors at this level can participate in various ways. Depending on your company's product or services. The companies who choose to contribute at this level will receive recognition in several ways. Our intention is to provide event attendee with door prizes during the event, and when the prizes are given away, the contributing company will present the prize to the winner.

- The sponsors at this level will have their logo prominently displayed throughout the event.
- Depending on your product or service the sponsor at this level will be asked facilitate one of the life stations during the event.
- Sponsors will also receive recognition during the event as an announcement during the opening and closing sessions,
- A full page ad in the MoneyLIVE magazine.
- Your logo and a hyperlink to your website will be placed on the sponsor web page on the MoneyLIVE website.



Silver Level Sponsor - \$1,500

As a participant at this level your company may discover the power a sponsorship can have in maximizing your company's brand. Several opportunities exist to help your company reach its marketing goals at this level

- The sponsors will have their logo prominently displayed throughout the event.
- Sponsors will also receive recognition during the event as an announcement and will be able to place a full page ad in the MoneyLIVE magazine.
- The Silver level sponsor will have their logo displayed next to the prizes sponsored and at the registration table.
- Your company's name will be listed as a sponsor on the sponsor web-page on the MoneyLIVE website.



Other Opportunities - \$50 to \$500

In an effort to accommodate all businesses that would like to be a part of this life change event MoneyLIVE has other opportunities to show the community that your business has a heart to teach AMERICA'S youth about personal finance.

College Expo Booth - \$50

The MoneyLIVE career & college expo is intended to connect colleges to a diverse population of applicants; and, in turn, creates opportunities for colleges to give education and career advice. MoneyLIVE provides an opportunity for your college to answer questions and discuss employment information and education opportunities.

Business Partner Sponsor - \$300

During the MoneyLIVE event students will visit life stations, at each station students will make real life decisions that will influence them when they start their career. By making a tax-deductible cash contribution your company will have an opportunity to have your brand represented during the event and provide maximum exposure during the event.

What is the next step?

How to get involved should be your next question; the answer is easy. Follow these simple steps to be part of the financial movement:

- Decide if you would like to donate as an individual or a business sponsor.
- Determine how much to give or which level your company would like to participate.
- Contact us about the details at 281.845.3642

Sponsorships set you apart from the competition!

As a participant in the MoneyLIVE event, your company can discover the power a sponsorship can have in maximizing your company's brand. Every sponsorship opportunity provides specific value-added exposure.

If your company is looking for any specific or customized function during this event, please express your wishes and one of our sponsor coordinators would be happy to work with your company.