

2025 REGIONAL FINANCIAL EMPOWERMENT CONVENTION

OnCenter • Downtown Syracuse • Saturday, April 12, 2025





Overview

Date: Saturday, April 12th, 2025

Time: 8:00 a.m. - 6:00 p.m. EST | Block Party & Step Show 6-8 p.m.
(onsite, inside the convention center)

Location: The Oncenter, 800 South State Street, Syracuse, NY
13202

Website: www.financialempowermentsummit.org

Projected Attendance: 1,000+ people

Geographical draw: Syracuse and surrounding communities, in
addition to Binghamton, Albany, Rochester and Buffalo



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3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Overview

Why April? Financial Literacy Month

Original Slogan/Tagline: Diverse Community Collaboration

New Revised Theme: Street Festival, where *There's something for everyone!*

Dress Code/Attire: Business Casual or fun recreational

Unique Value Proposition: The first and only financial literacy conference/convention of this scale and magnitude in Syracuse's history.

Workforce: The producer will primarily contract women and minority vendors in the execution of the conference.

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Strategic Resources Management

About Strategic Resources Management:

Strategic Resources Management is a 501(c)3 organization established in 2016. SRM Corp. harnesses human and social capital, information and financial literacy education in order to help people become economically self-sufficient and achieve upward socioeconomic mobility.

The definition of poverty is lack of resources, and SRM's mission statement is to coach low-to-moderate income individuals on how to strategically manage their resources: maximize their time, steward their money, leverage human/social capital, and utilize information in a way that aligns their goals, knowledge and efforts with their personal vision statements and business plans.

Individual donors and contributing organizations will receive a tax-deductible letter to the extent allowable by New York State law.



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Vision

The Financial Empowerment Convention aims to be comprehensive, topically diverse and bring together cross-sectional community collaborators engaged in anti-poverty programs.

Collaborators include municipal, county and state government; nonprofit organizations; the for-profit business sector; community foundations; academia; grass-roots community organizations; prospective attendees; and individuals and organizations already engaged in asset-building initiatives.

Stakeholder & Audience Composition

Projected Attendance: 1,000 People

Geographical draw: Syracuse and surrounding communities (Auburn, Utica, etc.), in addition to Binghamton, Albany, Rochester, Buffalo

Stakeholders: The Financial Empowerment Convention aims to be comprehensive, topically diverse and bring together cross-sectional community collaborators engaged in anti-poverty programs. Collaborators include municipal, county and state government; nonprofit organizations; the for-profit business sector; community foundations; academia; grass-roots community organizations; prospective attendees; and individuals and organizations already engaged in asset-building initiatives.



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Target Audiences

Target audiences include but are not limited to the following:

- Middle-class individuals
- Low-to-Moderate Income Individuals
- College Students and Young Adults
- Seniors
- African Americans
- LatinX/Hispanics
- New Americans and Immigrants
- Military Veterans
- Persons with Disabilities
- Working-class Professionals
- Entrepreneurs and Business Owners
- Faith-based individuals
- LGBTQ+
- Other underrepresented and marginalized groups



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Core Topics

Core topics include but are not limited to the following:

- Budgeting, Spending Plan and Saving
- Credit Card and Consumer Debt Management
- Credit Reports, Scoring and Repair
- Homeownership
- Buying or Leasing a Car
- Student Loans
- Business Capital and Finances
- Identity Theft and Fraud Protection



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Specialty/Affinity Tracks

Tracks:

- Personal Stories of Health & Wellness
- Community Philanthropy and Community Development
- Professional Development
- Entrepreneurship
- Just for Young Adults, Seniors and LatinX and Veterans



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Theme/Slogan

New Revised Theme:

Festival, where *There's something for everyone!*

Dress Code/Attire:

Business Casual or fun recreational



Agenda

8 a.m.

Registration and Continental Breakfast

9 a.m.

Welcome and Introductory Remarks

1/2 hour transition

10-11:30 a.m.

Concurrent Breakout Sessions 1

2-hour transition until the next session

12 Noon - 1:30 p.m.

Lunch and Exhibition/Vendors and Networking



Agenda

1:30-3 p.m.

Concurrent Breakout Sessions 2

1/2 hour transition

3:30-5 p.m.

Concurrent Breakout Sessions 3

1/2 hour transition

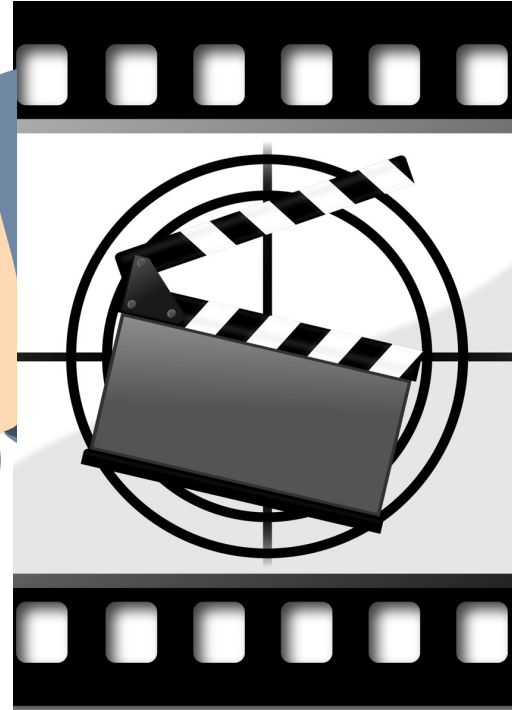
5-5:30 p.m.

Closing Ceremonies

1/2 hour transition

6-8 p.m.

Indoor Block Party & Step Show



What else is happening?

Exhibitions
Private Receptions
Vision boarding
Screening Room
Indoor Block Party



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Exhibition Priority

- The exhibition hall will be divided into Goods/Commodities, Financial and Professional Services, and Human & Social Community Resources.
- Priority status will be given to sponsors, minority and women-owned business enterprises, veterans, book authors, and the financial services sector: banks, credit unions and financial advisors.
- Non-profit and Grass-Root organizations devoted to the health and wellness of the community are also welcome



**Projected Attendance:
1,000+ People**

Strategy

Approx. 500 Registrants to register directly

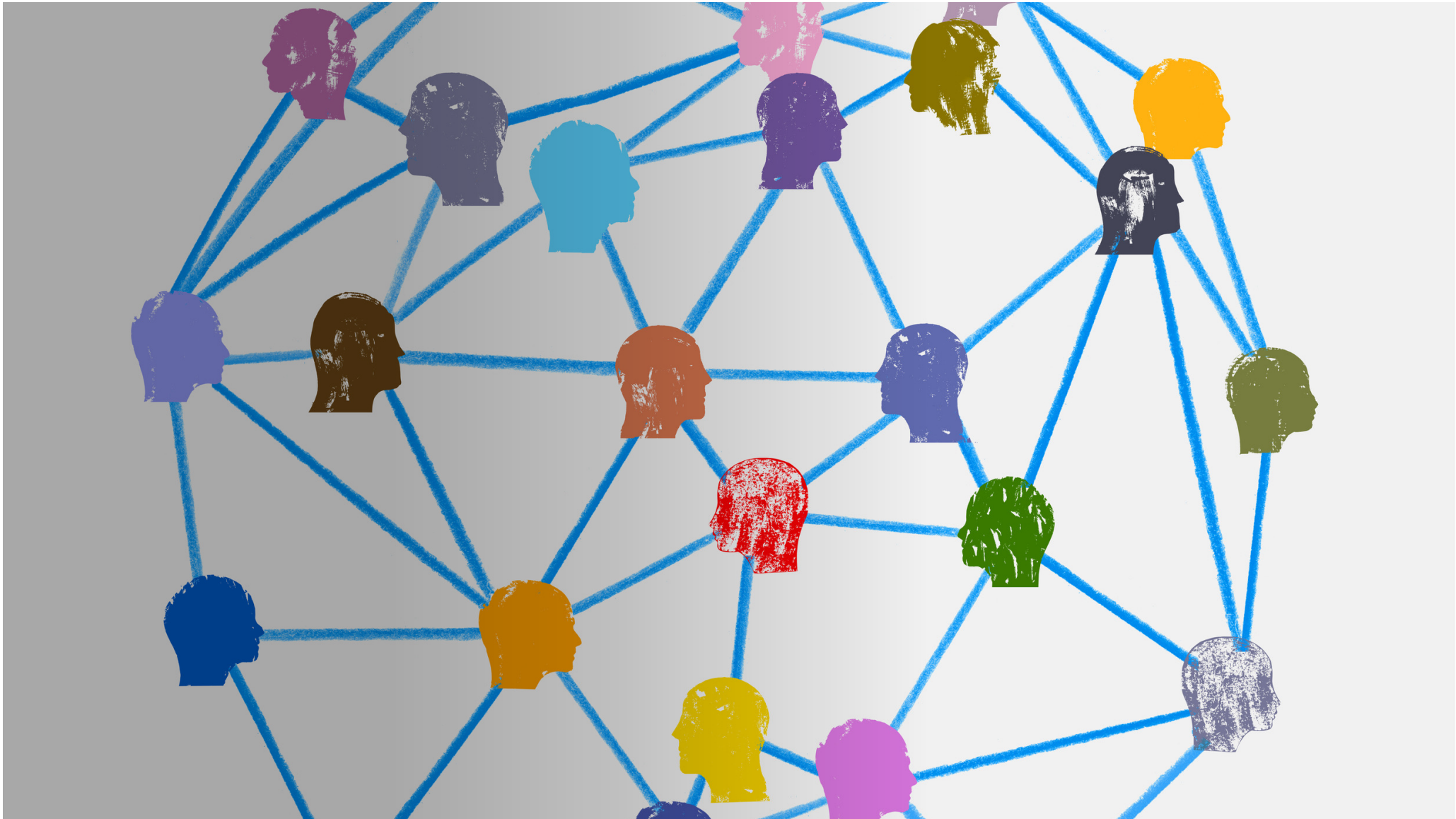
Roughly 500 will come from Non-Profit and Grass-roots Organizations:

Sponsors will be invited to purchase tickets in Blocks of ten (10)

Composition will include:

- Sponsors' Employees, Associates & Representatives
- NFP Clients
- NFP Employees
- Business & Company Employees







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Sponsorship Benefits

Admission Tickets

Logo on Digital and Print Collateral

Vendor Table (Optional)

Branding on specific items the company or organization underwrites

Sponsorships

Tier	Amount	# Attendees
Supporter	\$1,000	Not applicable
Bronze	\$2,500	10
Silver	\$5K to \$9,999	20-30
Gold	10K to \$14,999	40-50
Platinum	\$15K to \$25K	60-100
Diamond	\$50K+	200+



Underwriting In-kind sponsorship options are also available—inquire within

Admission



Rate Type	Admission	Duration
Early Bird	\$60	Until 12/31/24
Regular	\$75	01/01/25 to 03/31/25
Regular	\$80	04/01/25 to 04/11/25
Walk-in	\$90	Walk-ins on 04/12/25

Exhibition Tables



Early Bird	Now until 12/31/24	\$125
Regular	01/01/25 to April	\$150

Included with higher-level Sponsorships

Ads



Size	Amount
Full-page size	\$500
½ Page size	\$250
¼ Page size	\$100
Business Card size	\$50

Based on 8.5 x 11 size conference program booklet
Ad is included with higher-level sponsorships



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Media

CNY Latino

Inspiration for the Nation

Nosotros Radio

Pending:

Urban CNY

Syracuse Woman Magazine

93Q

Inner Harbor Media

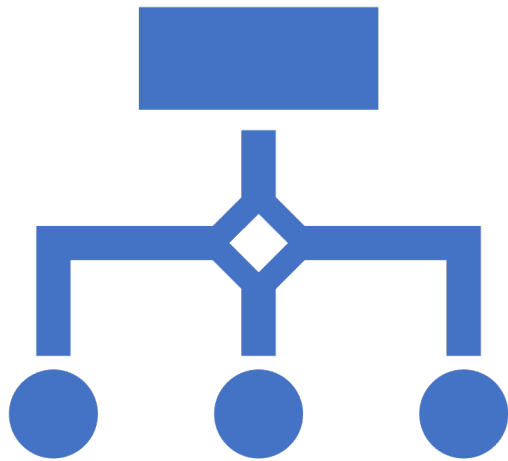


COURTYARD[®]
BY MARRIOTT

Residence INN[®]
BY MARRIOTT

Host Hotels

- + Marriott Residence Inn and
- + Courtyard Marriott, Armory Square
- + 300 W. Fayette Street, Syracuse, NY



Contact Info

Me'Shae Rolling

Executive Producer

(315) 908-2665

(315) 726-1039

meshae@rollingenterprises.com



Interested?

- + Attendee
- + Sponsor
- + Exhibitor
- + Ad
- + Volunteer
- + Invited:
 - Speakers/Moderators/Panelists/Presenters
 - Preferred Vendors for Hire



A large cluster of 3D-rendered spheres in various sizes and colors, including shades of purple, pink, blue, and teal. The spheres are arranged in a dense, overlapping group, creating a sense of depth. The background is a smooth gradient from light purple at the top to dark purple at the bottom. The spheres have soft shadows and highlights, giving them a realistic, glossy appearance.

THANK YOU!