

### BENEFITS OF ALL SPONSOR LEVELS

- Support equitable opportunities for economic advancement among individuals and families in Nebraska.
- Expand visibility to parents, youth, educators, community organizations, and regional businesses.
- Receive customized performance reporting to measure success metrics.



### OVERVIEW OF SPONSOR TYPES & LEVELS

Initiative sponsorship opportunities for the launch of Financial Beginnings Nebraska.

\$50,000

INVESTOR



\$25,000

BENEFACTOR



General sponsorship opportunities for ongoing programming needs in Nebraska

\$15,000

CHANGEMAKER



\$10,000

VISIONARY



\$5,000

INVESTOR



\$2,500

COLLABORATOR



\$1,000

PARTNER



### INITIATIVE SPONSORSHIP BENEFITS

Initiative sponsors are entitled to benefits listed below PLUS all benefits of top level (Changemaker) general sponsors.

Initiative sponsorship levels offer exclusive benefits to two organizations that provide an initial corporate investment to establish a Financial Beginnings affiliate in Nebraska. These benefits extend into subsequent years for the Investor/Benefactor that continues sponsorship at the Changemaker (\$15K) level. Becoming an initiative sponsor is a unique opportunity to get in at the ground floor of Financial Beginnings' Nebraska expansion. Initiative sponsorship opportunities distinguish supporters that see value in this expansion effort, providing the necessary resources to extend programming reach throughout the state more quickly.

Exclusive sponsorship benefits that do not expire

Perpetual recognition as one of only two sponsors instrumental in launching Financial Beginnings Nebraska

Title sponsorship of Nebraska launch event

Title sponsorship of annual gala and introduction as Investor/Benefactor for all subsequent annual galas for up to five years

Admittance to Financial Beginnings' 15th Anniversary National Conference

Investor/Benefactor highlight in the annual report

Investor/Benefactor highlight on Financial Beginnings Nebraska's website

Introduction as Initiative Investor Sponsor for all Nebraska-related marketing, corporate, and press meetings

Opportunity to address attendees of launch event during the welcome ceremony

Production of promotional video highlighting initiative sponsor partnership



INVESTOR  
\$50,000



BENEFACTOR  
\$25,000



### GENERAL SPONSORSHIP BENEFITS

- PUBLICITY
- RECOGNITION
- BRAND IDENTITY
- CUSTOMIZED CONTENT
- PERFORMANCE REPORTS



CHANGEMAKER  
\$15,000



VISIONARY  
\$10,000



INVESTOR  
\$5,000



COLLABORATOR  
\$2,500



PARTNER  
\$1,000

Number of Volunteer Trainings

5

4

3

2

1

Annual Report Placement

5

4

3

2

1

Logo on Website

5

4

3

2

1

Quarterly Volunteer Achievement Report

5

4

3

2

1

Brand Presence Among Participants & Educators

5

4

3

2

1

Engagement Reporting

5

4

3

2

1

Sponsor Interview

5

4

3

2

1

Silver Sponsorship of Annual Gala

5

4

3

2

1

Supply of Program Manuals

5

4

3

2

1

Press Release Announcing Partnership

5

4

3

2

1

National & Local Social Media Exposure

5

4

3

2

1

Presenting Sponsor of a Major Program

5

4

3

2

1

Placement on Sponsored Program Website

5

4

3

2

1

Sponsor-Branded Webpage

5

4

3

2

1

Financial Beginnings is the pathway to a financially literate nation, a nation where individuals cease to see finances as a barrier and instead view them as a tool to realize their dreams. In a financially literate nation, individuals are vested in and contribute to a healthy economic system nationally, regionally, and in their own neighborhood.

**Empowering youth and adults to take control of their financial futures!**

### DESCRIPTION OF SELECT SPONSORSHIP BENEFITS

ALL LEVELS

**Quarterly Volunteer Achievement Report** – Details sponsor employees who have been trained and who have taught financial education programs. Includes hours, location, and low/moderate income status of those served.



CHANGEMAKER  
\$15,000

**Presenting Sponsor of a Major Program** – Choose from one of six programs: (1) Financial Footings, (2) Financial Framings, (3) Financial Foundations, (4) Pathways for Postsecondary Success, (5) SAFE: Student Academy for Financial Empowerment, and (6) Forward: Financial Education for Adults. Presenting sponsorship includes "[Program]" presented by [Sponsor] color logo and acknowledgment on in-class presentation slides, recognition on the sponsored program's separate webpage, recognition in relevant press releases (up to four annually), and acknowledgment and logo on all promotional materials including those sent to schools and community groups.

**Sponsor-Branded Webpage** – Includes a sponsor-branded URL to showcase sponsor's partnership with Financial Beginnings. Allows for easy and branded access to Financial Beginnings' internal reporting data, and for sharing of financial literacy resources.



VISIONARY  
\$10,000

**National & Local Social Media Exposure** – Includes at least two sponsor-features published on Financial Beginnings USA's LinkedIn, Twitter, and Facebook properties and on Financial Beginnings affiliate/state-specific social media sites.

**Supply of Program Manuals** – Includes 50 manuals for each of the six major programs.



INVESTOR  
\$5,000

**Sponsor Interview** – Includes an annual sponsor interview, well-publicized via social and traditional media and featured on website and newsletter.



COLLABORATOR  
\$2,500

**Volunteer Trainings** – Includes training of up to 50 employees held at sponsor's location. Includes all training materials and access to internal volunteer website.

**Engagement Reporting** – Includes access to internal website detailing volunteer engagement of sponsor employees. Sponsor is able to pull customized reports at any time.