



# MONEY SMART

## KANSAS CITY

### 2017 Funding and Sponsorship Opportunities

*Money Smart Month of Greater Kansas City* is an annual outreach campaign designed to promote and encourage financial awareness. This collaborative initiative is sponsored by corporations, financial institutions, schools, libraries, non-profits, government agencies and the media. During the month of April each year, *Money Smart Month of Greater Kansas City* hosts hundreds of community events to help answer tough money questions about budgeting, credit, saving, investing, paying for college, retirement, and much more. **In 2016, we reached 21,184 individuals through over 1,127 events, with the help from 281 partners**, to promote financial capability and economic mobility throughout the bi-state metro area.

LEVEL & BENEFITS*	Website	Print Media	Annual Report	Calendar of Events	Social Media	Local Media	Blog	Banner
<b>PRESENTING SPONSOR \$10,000</b>	Logo w/ link	Premier logo position on all	Premier logo on front cover	Premier logo on front and back cover	Custom posts and sharing of company content (promoted regularly)	Promoted as main sponsor in media release	3 featured spots	Provided by company; displayed at signature events
<b>ULYSSES S. GRANT \$5,000</b>	Logo w/ link	Logo on all	Logo on back cover	Logo on back cover	Promoted regularly	Promoted in media release	1 spot	
<b>ANDREW JACKSON \$2,500</b>	Logo	Logo on all	Logo inside	Logo	Promoted at least 5 times	Promoted in media release		
<b>ALEXANDER HAMILTON \$1,000</b>	Name	Name on all	Name	Logo	Promoted at least once			
<b>ABRAHAM LINCOLN \$500-999</b>	Name	Name on major pieces	Name					

\*See full descriptions on page 2.

For more information, please visit [moneysmartkc.org](http://moneysmartkc.org) or contact one of the following Money Smart sponsorship sub-committee members:

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## Full Description of Funding and Sponsorship Levels

**Website** – This newly designed, user friendly website, [moneysmartkc.org](http://moneysmartkc.org), is utilized by the general public as well as those working with low to moderate income households. Content is fresh, and resources are consistently updated. The website has a year-round calendar of money events that will continually drive traffic to the website.

**Print Media** – To spread the word about all the Money Smart events, ads and inserts are run in the Kansas Star.

**Annual Report** – A multi-page, informative report to our community and donors. This is posted on the website as well as printed copies distributed.

**Calendar of Events** – In 2016, 75,000 copies were printed and distributed throughout the community at financial institutions, schools and non-profit organizations. It lists every Money Smart event as well as useful resources.

**Social Media** – Our marketing sub-committee keeps Money Smart in the public's eye year-round. Facebook posts and tweets increase as April approaches!

**Local Media** – Press releases are sent out. It may include local TV, radio stations and print media to cover various events. Live interviews are always an added bonus, for presenting sponsors only.

**Blog** – Share your expertise with the thousands that visit our website.

**Banner** – You can supply a banner to be displayed at signature Money Smart events.

## Your Support Matters!

Testimonial from the parents of a past Money Smart participant:

*“Last night, Abbey had her Senior Awards night at Blue Springs South High School. At the event, graduating seniors were recognized for their awards and scholarships, and Abbey proudly listed this award (received back in 6th grade) as one of her accomplishments.*

*Remembering the award brought back fond memories ... reading the essay that Abbey wrote (during Spring Break) to apply for the scholarship; picking her up from school so she could interview at the Community America Credit Union branch in Independence; and her receiving the over-sized check at the Federal Reserve Bank of Kansas City from CACU with her principal, teacher, school board official, NBCActionNews, Congressman Cleaver and Dr. Hoenig in attendance. Great memories...*

*Shortly after the Money Smart ceremony, CACU sent the \$1000 to Abbey's 529 College Savings Plan. In the six years (almost to the day) the money has been invested, it has more than doubled to \$2,200 in value. That money will help cover Abbey's portion of tuition and room and board at Texas Christian University in Fort Worth, where she will begin classes this Fall. She plans to major in communication with an eye on law school in the future.  
Thank you!”*

*Darrin and Susan W.*