



MONEY SMART WEEK®

M O N E Y S M A R T W E E K . O R G

Bloomington-Normal

Sponsorships

MONEY SMART WEEK
APRIL 20-27, 2013 | ILLINOIS

Request for Sponsorship
January, 2013

To our Money Smart Week partners:
The Money Smart Week 2013 Marketing Committee invites your business to join us as a sponsor for Money Smart Week (MSW) 2013.

Money Smart Week is an annual event created by the Federal Reserve Bank of Chicago. Dates for the 2013 event are April 20-27, and this will be the sixth year for the MSW program here in Bloomington-Normal.

During this week, financial institutions, businesses, government offices and others throughout the various 'metro' areas in Illinois are encouraged to sponsor free financial education programming in their communities. The programs must be educational in nature, and any sales messaging or self-promotion from the presenting organizations is strictly prohibited during the seminars.

An essay contest for 6th - 8th graders who live in McLean County, with a financial award designated for future educational expenses, is also part of this program. The essay contest and its associated activities are called Money Smart Kids (MSK). For the 2013 contest, one winner will take home a \$2000 award; the runners-up will receive recognition and other prizes. Offering a cash award to a middle-school student is a great way to give them first-hand experience at investing their money and watching it grow over time - helping to set them up for a lifetime of living "money smart."

Thanks to the generosity of our sponsors and media partners, in 2012, we were able to set up 112 events and provide financial literacy and educational information to 1360 attendees - more than ever before! 83% of attendees reported plans to change the way they manage their money as a direct result of the MSW seminar they attended, and 96% said they'd recommend MSW classes to a friend.

We know that MSW is making a difference in our community - it's a wonderful event that truly contributes to the greater good. For 2013, we plan to reach even more people, but to do that, we'll need your help. Please consider becoming a sponsor for this community-wide outreach program.

Your sponsorship of this program is truly a chance to give back to our community at a time when long-term unemployment is at historic levels and many people are struggling with basic financial matters such as budgeting or long-term goals such as saving for retirement.

All marketing and outreach programs for MSW 2013 are funded completely by donations from our sponsors. Sponsors will benefit from the favorable publicity and goodwill generated by this program. You'll also receive an invitation to our high-profile kick-off event, as well as recognition in the promotional campaigns that we've planned.

We need your help. Don't miss this great opportunity to position your business as a company that cares about our community. For more information, review the Sponsorship Packages outlined on the back of this letter, or contact us directly.

Thank you for your consideration.

J Balmer
MSW Fundraising Chairperson
j.balmer@wvtp.org

Julie Workman
MSW Marketing Committee Chairperson
julie@midillinoisu.com

www.moneysmartweek.org | facebook.com/MoneySmartWeekBN | @MSWBioNo

MONEY SMART WEEK
APRIL 20-27, 2013 | ILLINOIS

Money Smart Week 2013 Sponsorship Packages

Title Sponsorship - \$3000 Contribution

Includes at least the following:

- Recognition as Title Sponsor on all electronic communications
- Dominant recognition in *Pantagraph* Thank-You ad; 1/4 page ad in special MSW section
- Visual and live read recognition at kick-off event
- Co-sponsor for television advertising campaign
- Recognition as a MSW sponsor on WGCT underwriting schedule
- Heavy rotation in MSW promotional schedule on Great Plains and Connoisseur Media radio stations

Gold Sponsorship - \$2000 Contribution

Includes at least the following:

- Recognition as Gold Sponsor on all electronic communications
- Recognition in *Pantagraph* Thank-You ad; 1/4 page ad in special MSW section
- Visual recognition at kick-off event
- High-frequency in MSW promotional schedule on all Bloomington-Normal radio stations from Great Plains, Connoisseur and Cumulus.
- Co-sponsor for Comcast cable and online ad schedule

Silver Sponsorship - \$1000 Contribution

Includes at least the following:

- Recognition as Silver Sponsor on all electronic communications
- Recognition in *Pantagraph* Thank-You ad
- Acknowledgement at kick-off event
- Included in the rotation for MSW promotional schedule on all Bloomington-Normal radio stations from Great Plains, Connoisseur and Cumulus.
- Co-sponsor 1/4 page ad in *News & Views for the Young at Heart*

Bronze Sponsorship - \$500

Includes at least the following:

- Recognition as Bronze Sponsor on all electronic communications
- Recognition in *Pantagraph* Thank-You ad
- Acknowledgement at the kick-off event

Friend of Money Smart Week - Donations up to \$500

Donations in any amount are welcome. All other sponsors will be recognized on screen at our kick-off event.

Make your check payable to:

Money Smart Week BN 2013, then mail to our fiduciary agent: Angela Frazier at
11 W. Washington, Bloomington, IL 61701

*No benefits listed under each sponsorship package above are contingent upon securing the required funding and are subject to without notice.

www.moneysmartweek.org | facebook.com/MoneySmartWeekBN | @MSWBioNo

Sample sponsor letter and sponsor levels

MONEY SMART WEEK®

APRIL 20-27, 2013 | ILLINOIS

Money Smart Week 2013 Sponsorship Packages

Title Sponsorship - \$3000 Contribution

Includes at least the following:

- Recognition as Title Sponsor on all electronic communications
- Dominant recognition in *Pantagraph* Thank-You ad; ¼ page ad in special MSW section
- Visual and live read recognition at kick-off event
- Co-sponsor for television advertising campaign
- Recognition as a MSW sponsor on WGLT underwriting schedule
- Heavy rotation in MSW promotional schedule on Great Plains and Connoisseur Media radio stations

Gold Sponsorship - \$2000 Contribution

Includes at least the following:

- Recognition as Gold Sponsor on all electronic communications
- Recognition in *Pantagraph* Thank-You ad; ½ page ad in special MSW section
- Visual recognition at kick-off event
- High-frequency in MSW promotional schedule on all Bloomington-Normal radio stations from Great Plains, Connoisseur and Cumulus.
- Co-sponsor for Comcast cable and online ad schedule

Silver Sponsorship - \$1000 Contribution

Includes at least the following:

- Recognition as Silver Sponsor on all electronic communications
- Recognition in *Pantagraph* Thank-You ad
- Acknowledgement at kick-off event
- Included in the rotation for MSW promotional schedule on all Bloomington-Normal radio stations from Great Plains, Connoisseur and Cumulus.
- Co-sponsor ½ page ad in *News & Views for the Young at Heart*

Sponsorships

**Raised \$15,500
thanks to 11 companies**



Soy Capitol Bank

CEFCU

Media Buys



how money was allocated...

50% to print

25% to radio

25% to TV

BLOOMINGTON-NORMAL

MONEY SMART WEEK[®] ILLINOIS

APRIL 20-27, 2013
CALENDAR OF EVENTS



MONEYSMARTWEEK.ORG/ILLINOIS

Welcome to Money Smart Week!

"Money can solve almost any problem, but it can't solve every problem." You'll find money and time in short supply. "I've definitely felt that way!" Can money solve "every" money problem?

And we have to help!

Money Smart Week's community partners are joining together to help suggest financial education. Whether it's a local Money Smart Week April 20th through the 27th.

Money Smart Week is a national financial literacy public awareness campaign sponsored by the Federal Reserve Board of Chicago to help individuals of all ages manage their personal finances.

Bloomington-Normal was one of the first communities to host Money Smart Week. Now the program is active in more than 45 states through national partnerships with the American Library Association and the Financial Planning Association.

"We can choose from a variety of seminars on financial topics and a lot of time and knowledge to take away for your school. Want tips to budget better? Consider the financial aid available to students!"

We have these topics covered, as well as college planning, how "budgeting" can be a budget, saving money and finding money as a single parent.

Kids can find out how to become Money Smart too!

Hundreds of children throughout of Illinois will find "Financial Literacy" "Money Smart Week" activities the best of all saving and planning money study!

And what could you expect to pay for this kind of information? \$0.00! Money Smart Week 2013! That's right, yes, and the great thing about this is that it's free everyone budget!

Classes will be there on every day of the week and all of the Money Smart Week community partners can have donated their space and expertise for you!

According to the Bloomington Money Smart Week event website, "Money Smart Week," "Participants have endless possibilities on where to attend." The alternatives include high school night grade before the best choice to attend in education because it would have no real benefit. Why not just go to school to see and meet every time, like becoming even richer about your education?

Money Smart Week, choose a class to attend, bring a friend, and spread the word! You can also "like" us on Facebook and on Twitter updates at facebook.com/MoneySmartWeekIL, twitter.com/MoneySmartWeekIL.

It's 10 o'clock. Do you know where your money is?

As a Money Smart Week provider, we would like to invite you to attend the following seminars:

Ladies, Take Control!
Rev up Your Financial Health, Retirement and More

Monday, Apr. 22
6:30 - 7:30 p.m.

W&K, lower law
convergence room

150 N. Hawkey Rd.
Bloomington

Seven Step Planning for Special Needs Children

Tuesday, Apr. 23
8:15 - 7:15 p.m.

Co-sponsor United Methodist Church, Room 121

1720 N. Townsend Ave.,
Normal

State Farm Bank[®] is always open when you want to look at the state of your finances. Check your balances, transfer funds, pay bills, and even deposit checks at statefarm.com.

GET TO A BETTER STATE[®]. CALL AN AGENT FOR MORE INFORMATION OR VISIT US ONLINE TODAY.

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800.541.1234

State Farm Bank

statefarm.com

Money Smart starts Saturday

By Karina Gonzalez
kgonzalez@panorama.com

CITY residents who want to boost their financial smarts have nearly 90 free events to choose from during Money Smart Week in Bloomington-Normal.

The classes kick off Saturday and run through April 27. Monday through Friday, residents can attend sessions at the Federal Reserve Bank and in other communities across the state. Saturday sessions offer participants information on a variety of topics, including reports on credit, budgeting, and more.

The Federal Reserve Bank of Chicago is sponsoring the series of classes, and is providing cuts from taking part.

Money Smart Week class offers credit score advice

By Karina Gonzalez
kgonzalez@panorama.com

BLOOMINGTON — Credit scores rule almost every aspect of consumers' lives, a financial expert told a group of Twin City residents Tuesday.

"Those scores are your life," said Tracy Powell, sales and marketing consultant for KOB Information Services in Pekin.

Powell shared tips for improving a credit score during his presentation, "Credit Scores: The Silent Killer," held at YWCA Bloomington.

The class is among nearly 100 free-related sessions during Money Smart Week, which continues in Bloomington-Normal through Saturday. Monday through Friday, sessions are held at the Federal Reserve Bank with similar events taking place in other cities across the country.

Powell said someone's credit score can influence how high someone's insurance premiums are, and the interest rates for mortgage and car loans. His advice is for consumers to check their credit score yearly through www.annualcreditreport.com, the government's Internet site for credit scores.

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Dreamliner update?

Investors will be looking for an update on the 787 Dreamliner when Boeing reports first flight results today.

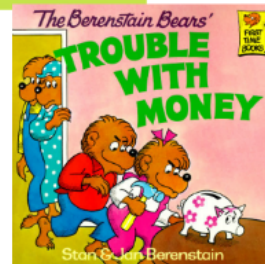
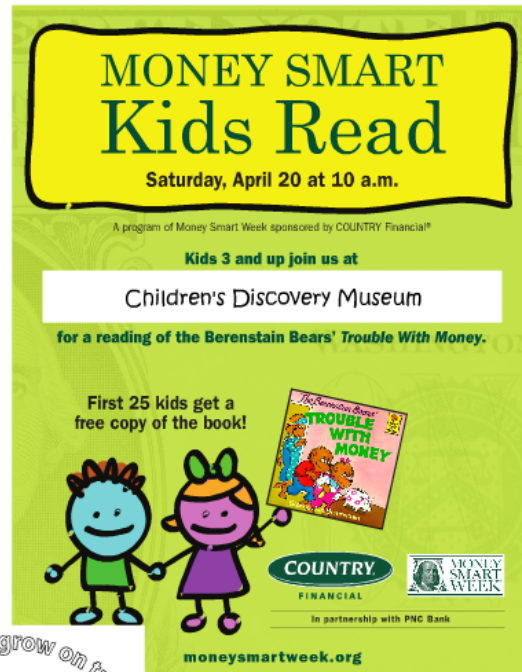
The 787 is Boeing's newest plane. It's been grounded since mid-January while investigators try to figure out what made batteries smolder on



Associated Press/REBET MATTHEWS

customer make a purchase in a store and having salespeople

Money Smart Kids Read



**46 storytimes with
800 kids and parents attending**

Questions?

Melissa Libert

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facebook.com/MoneySmartWeekBN

[@MSWBloNo](#)