



20th



Annual Conference on
Financial Education™
presented by the INSTITUTE FOR FINANCIAL LITERACY®

NEW ORLEANS
APRIL 7-9
2025

SPONSORSHIP PROPOSAL

The Annual Conference on Financial Education promotes the effective delivery of consumer financial products, services and education by hosting a national event for professionals providing these services. The Conference is a showcase for financial education success stories, offering attendees proven strategies, tips and techniques to achieve intended outcomes, funding goals and program sustainability.



Dear Potential Sponsor,

The Institute for Financial Literacy established the Annual Conference on Financial Education (ACFE) to improve the professional development and collaboration opportunities for financial educators across all sectors and locales. The Annual Conference cross-pollinates ideas, techniques and best practices, reduces unnecessary duplication, and strengthens the effectiveness and reach of financial literacy education. In 2007, the Institute added the Excellence In Financial Literacy Education (“EIFLE”) Awards to the Annual Conference to recognize the outstanding financial educators, organizations, books, programs, games and research. Not only do the EIFLE Awards recognize professional accomplishment, but they serve to inspire financial educators to better serve their consumers, promote innovation and foster the sense of purpose and camaraderie to which every profession must aspire.

Institute will host the 20th Annual Conference on Financial Education April 7-9, 2025 at the Westin New Orleans in Louisiana. Information about this year’s event can be found at ACFEonline.org. The support of ACFE Sponsors allows us to provide more value to our attendees while keeping registration fees affordable. Many of these professionals work with low income and underserved communities, have limited professional development budgets and pay at least a portion of their expenses out of pocket. On the next page, you’ll find the 2025 Sponsorship Opportunities. I encourage you to consider which level might be best for you as you broaden your competitive edge by improving your company's image, prestige, and credibility with financial educators. Sponsors who also exhibit at the ACFE develop stronger relationships with financial educators across the country, leading to increased profits and establishment of goodwill. We encourage participation from organizations of all sizes, so we offer 6 different levels of support and will be happy to speak with you about a customized sponsorship level if that would better meet your needs.

If you have any questions about the ACFE or sponsorship opportunities, please contact me at your convenience. Thank you in advance for your time and consideration.

Sincerely,

Rachel Gordon
Executive Director
Institute for Financial Literacy
Email: rgordon@financiallit.org

**\$10,000
EIFLE
Awards
Sponsor**

1 Available
15 minute remarks at EIFLE Awards Dinner
Logo on dinner sign, program, & EIFLEawards.org
2 Conference Registrations + 2 Additional Dinner Tickets

**\$8,000
Lunch
Sponsor**

2 Available
2 Conference Registrations
10 minute remarks at lunch
Logo on corresponding event signage

**\$6,000
Breakfast
Sponsor**

3 Available
2 Conference Registrations
Logo on corresponding event signage

**\$4,000
Break
Sponsor**

5 Available
2 Conference Registrations
Logo on corresponding event signage

**\$1,500
Supporter**

2 Conference Registrations

**\$750
Exhibitor**

1 Conference Registration

**Customized
Levels
Available!**

Please contact
rgordon@financiallit.org
for more information.

**Benefits included with
all sponsor levels:**

Exhibit table

Marketing materials placed in
attendee welcome bags

Logo in conference program
and acknowledgement
throughout the event

Logo, description and website
link on ACFEonline.org

Attendee list by April 8th