



June 26, 2017

Greetings,

The Literacy Institute for Financial Enrichment (LIFE) cordially invites you to its 2nd Annual LIFE Celebration and Fundraiser Event. A celebration of LIFE's 14-year achievements supporting the community. The event will be held on Thursday, October 26, 2017 from 6:00 pm to 9:00 pm at the Country Club at Woodmore, 12320 Pleasant Prospect Road, Mitchellville, MD. The celebration will begin with a cocktails and hor d'oeuvres reception and silent auction followed by a wonderful program. We are pleased that 100% of proceeds of the silent auction will benefit our financial education programs.

This year's theme is "Financial Empowerment for a Secure Future." We are looking forward to a celebratory evening of joy, fun, and recognition of the wonderful people and organizations that have been instrumental in our mission of financial education.

Founded in 2003, LIFE is a 501(c)3 non-profit organization that provides educational programs and resources to individuals, youths, and families to empower them make better decisions to be able to enter into the financial mainstream. A core area of LIFE's programs is the Youth Savings & Investment Club (YSIC). The mission of the YSIC is to increase students' knowledge of financial matters so they can become better stewards, responsible savers, investors, and consumers.

Your support is essential to the success of this event because it will provide funding for continued quality educational programming, and will further the development of innovative methods and tools advancing teaching and learning into the new millennium. Your support through sponsorship and advertising in the souvenir journal will be greatly appreciated. Sponsorship levels range from \$250-\$2,500. Please review the attached sponsorship and information package. Also, go to [www.financialenrichment.org](http://www.financialenrichment.org)

We appreciate your consideration and look forward to your support.

Best regards,

*Bob*

Robert P. Kinzer  
LIFE President and 2017 Event Chair  
(301) 237-1632

**2nd Annual LIFE Celebration and Fundraiser Event**  
*"Financial Empowerment for a Secure Future"*

**PLATINUM SPONSOR (\$2,500)**

- Premium seating for one table of ten (10), company name displayed on your table
- Full page Platinum ad in program book (priority placement for first 3 platinum Sponsors)
- Company name displayed at event
- Sponsor recognition at event
- Listing as Platinum Sponsor on the LIFE website.
- Recognition in event media opportunities
- Opportunity to co-sponsor LIFE educational event and participate as speaker or presenter
- Opportunity to distribute promotional materials to event guests
- Marketing campaign to include at least one email distribution and one LIFE generated social media announcement.

**GOLD SPONSOR (\$1,500)**

- Premium seating for five (5), company name on place cards at table
- Full page GOLD ad in program book
- Company name displayed at event
- Sponsor recognition at event
- Listing as Gold Sponsor on the LIFE website.
- Opportunity to distribute promotional materials to event guests

**SILVER SPONSOR (\$500)**

- Preferred seating for two (2)
- Half page SILVER ad in program book
- Company name displayed at event

**BRONZE SPONSOR (\$250)**

- Preferred seating for one (1)
- Quarter page BRONZE ad in program book

**FRIENDS FOR LIFE – (\$100)**

- Acknowledgment in program book

**Program Book Advertising**

<b><u>Program Book Advertising</u></b>	<b><u>Corporate</u></b>	<b><u>Individual</u></b>
• Back cover page (2 tickets)	\$500	
• Inside front cover (2 tickets)	\$450	
• Inside back cover (2 tickets)	\$450	
• Full page (1 ticket)	\$375 (unless included above)	\$300
• Half page	\$250 (unless included above)	\$150
• Business Card	\$150	\$75

**Individual Tickets** (indicate number required)

\_\_\_\_\_ \$25 per person

To effectively incorporate partners into our marketing materials and media plan for this event, we would appreciate your commitment by September 15, 2017. Please complete and submit the enclosed registration form and return by the deadline. Feel free to contact the LIFE Celebration and Fundraiser Event, Chair, Robert Kinzer, with any questions at (301) 237-1632; or via email at [bpkinzer@verizon.net](mailto:bpkinzer@verizon.net).

# LIFE SPONSORSHIP AGREEMENT

Organization/Company	
Address	
City, State, Zip	
Contact Name (print)	
Authorized Signature	
Title Telephone	
Email Address	

Layout and Format Requirements

Please refer to next page for layout and format requirements:

Please indicate level of sponsorship/advertising. Email or Fax completed form to [info@financialenrichment.org](mailto:info@financialenrichment.org) by **September 15, 2017**. For additional information, contact LIFE Celebration and Fundraiser Event Chairperson, Robert Kinzer, at (301) 237-1632 or [bpkinzer@verizon.net](mailto:bpkinzer@verizon.net)

Guest names will be held at door--no tickets will be mailed. All items for event guests must be delivered to LIFE by October 12, 2017. Shipping address information will be provided upon confirmation of sponsorship.

**Sponsorship of LIFE Programs**

___	Platinum Sponsor	\$2,500
___	Gold Sponsor	\$1,500
___	Silver Sponsor	\$ 500
___	Bronze Sponsor	\$ 250
___	Friend For Life	\$ 100

**Program Book Advertising (Black and White)**

___	Back cover page	<b>\$500</b>
___	Inside front cover	<b>\$450</b>
___	Inside back cover	<b>\$450</b>
___	Full page	<b>\$375</b>
___	Half page	<b>\$250</b>
___	Business Card	<b>\$150</b>
___	Photographs (black and white glossy) are an additional <b>\$20</b> per photograph	

**Corporate**

**Individual**

I am unable to attend but am pleased to enclose a tax-deductible contribution of \$ \_\_\_\_\_.  
 Please make checks payable to **Literacy Institute for Financial Enrichment** - LIFE

<b>Total Amount Enclosed:</b>	\$ _____
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Please submit the sponsorship agreement and **submit all ads as camera-ready copy by September 15, 2017** to the e-mail address or mailing address listed below. **Electronic submissions are preferred.** Payments should be made online payable to "The Literary Institute for Financial Enrichment" or mailed to the address listed below.

## 2nd Annual LIFE Celebration and Fundraiser Event

Attn: Souvenir Book

P.O. Box 208, Seabrook, MD 20703

### **Payment Information:** (Check One)

- Made Secure Payment Online at [www.financialenrichment.com](http://www.financialenrichment.com)
- Check Enclosed (*Payable to* Literary Institute for Financial Enrichment)
- Please Send Invoice (*Invoice Must Be Returned and Payment Received by September 1, 2017 for Inclusion in the Program Booklet*). Email: [info@financialenrichment.org](mailto:info@financialenrichment.org)

### **Layout and Format Requirements**

#### 1. ADVERTISEMENT SIZES:

- Full Page Ad = 8.5"W x 11"H
- Half-Page (1/2) Ad = 8.5"W x 5.5"H
- Quarter-Page (1/4) Ad = 4.25"W x 5.5"H
- Business Card Ad = 3.5"W x 2"H

#### 2. Minimum 300 DPI Resolution

#### 3. Advertisements must be submitted electronically.

#### 4. Ad files must be sent in one of these acceptable formats: JPEG (.jpg), TIFF (.tif), or PDF (.pdf).

#### 5. For formatting purposes, we reserve the right to shrink or stretch the ad to fit the space purchased.

#### 6. To ensure inclusion in the program booklet, please submit no later than September 15, 2017.

#### 7. Please email ad files to: [info@financialenrichment.org](mailto:info@financialenrichment.org)

## Literacy Institute for Financial Enrichment, Inc. (LIFE) FACT SHEET

Founded in 2003, the Literacy Institute for Financial Enrichment, Inc. (LIFE) is a 501(c)3 educational and charitable nonprofit organization that provides educational programs and resources to individuals, families, and youths that helps consumers take control of their financial futures, and thereby enable them to strengthen the communities in which they live. LIFE works to develop, nurture, and promote meaningful partnerships with nonprofits, governmental agencies, community-based organizations, and faith-based institutions to implement comprehensive programs that help develop financially stable individuals, families, and communities. Since LIFE's inception, it has held over 125 events and has established 21 partnership alliances.

### Primary focus areas are:

- Youth Development Programs
- Financial Education Programs
- Home-buying Programs
- Financial Education Curriculum Development
- Non-profit Technical and Developmental Assistance

### **Youth Savings and Investment Club (YSIC) Education Series since 2006**

LIFE recognizes the importance of education especially as it pertains to our youth. Students learn how taking control of their finances can assist them in developing healthy and realistic behaviors and attitudes towards money and finances. Seminar sessions may range from one hour to a full day program.

The focus areas of the youth savings and investment program may include:

- Fundamental of Money Management: savings; budgeting; compound interest; credit and debt management.
- Introduction to Investments
- Investment management and analysis of company financial information
- Portfolio reviews and stock portfolio contest.
- College Funding and Career Opportunities

### **LIFE Program & Seminar Topics**

Credit Reporting and Credit Scoring  
Home Buying & Real Estate Investing  
Credit and Debt Management  
Entrepreneurship

Financial Planning  
Retirement Planning  
Estate Planning

### **LIFE's Core Competencies in Homeownership Education**

Since our inception, LIFE has been active in developing, promoting, and conducting financial training related to homeownership, credit and debt management, understanding mortgage financing options, mortgage lending, predatory loans, real estate investing, and foreclosure prevention. LIFE's homeownership experience consists of:

- Partnering with community-based and faith-based organizations to conduct financial training
- Writing articles on various homeownership related topics—published nationally.
- Developing financial education curriculum
- Organizing, Marketing, and Implementing financial seminars and conferences
- Publicizing housing related events via our network of volunteers and partners

[www.financialenrichment.org](http://www.financialenrichment.org)