

# Building Financial Confidence Through Inclusive Financial Education & Information

Underwriting & Support Opportunities  
2023-2024



# A Financially Confident America



Together we can usher  
in a new era of inclusive  
financial education that  
moves people to action.

America Saves is committed to increasing the financial confidence for the everyday American, by developing resources and programming that focuses on measurable transformation and impact. Using our Personal Values Led Savings™ approach, we meet our diverse community of Savers where they are through creating content that deeply resonates; acknowledging how their lived experience, cultural backgrounds, systemic barriers, and mental and emotional health influences their daily financial habits.

The intersection of their personal story, their current financial landscape, and practical strategies and resources result in savers that are more financially stable, have a positive savings mindset, and take action toward saving, reducing debt, and getting on a path toward building wealth.

For over twenty years America Saves has helped individuals start small and think big when it comes to their personal finances. Central to that work was the America Saves Pledge, a digital tool that helped people set a savings goal and make a plan to reach it. Today our central focus has evolved to financial confidence and creating behavior change through strategic programming that has a measurable impact; with an emphasis on vulnerable populations including the Black and Latino communities, women, the military community, young people and people with a disability. This would not be possible without the support of invested, mission-aligned stakeholders who believe that despite all odds

## Who We Serve

### The America Saves Saver

The America Saves Saver community is a diverse collective of 300,000 individuals annually who actively engage in our content and are on a journey to become more financially stable. Our Savers represent Americans from all walks of life, including first-time youth workers, military families, and employees. Over two-thirds of our Savers fall in the low to moderate income categories and are paid hourly.

America Saves serves as a resource and partner to over 12,000 organizations that implement, amplify, and distribute our content, resources, and educational forums with their community and audiences. This includes employers, non-profits, government agencies, local governments, academia, and the military.



# Current Programming and Areas of Collaboration + Opportunity



## AMERICA SAVES WEEK

Now in its 17th year, America Saves Week is an annual call to action for Americans to pause to do a financial check-in. Joined by the support of thousands of participating organizations, together we encourage individuals to assess their financial landscape; allowing them to get a clear view of their finances, implement simple personal finance strategies that contribute to their overall financial well-being.

This America Saves Week we'll join together and elevate an inclusive national conversation that encourages individuals to have a Personal Values Led Approach to their spending and savings, based on what matters most. No matter where people are on their financial journey, they'll clearly see the steps they can take now that will inform and shore up their financial stability.

Through your support and partnership, our impact will include the participation of over 5000 organizations who share content with their employees, community, customers, and constituents — reaching over 20 million individuals over a one week time period. Measurable actions taken throughout the week include creating a savings goal and plan, setting up automatic savings, opening a savings account, depositing savings into a new or existing account, creating a spending and savings plan (aka budget). Savers will also identify short and long-term savings goals, and receive education that allow them to create attainable plans that reduce their debt, increase credit scores, and more.

The theme for America Saves Week 2024 is “**Saving for What Matters Most**” and will take place **April 8, 2024 - April 12, 2024**. Each day has a different focus and theme.

### Focusing On The Following Themes:

Monday, April 8, 2024 | Saving Automatically  
Tuesday, April 9, 2024 | Saving for the Unexpected  
Wednesday, April 10, 2024 | Saving for Major Milestones  
Thursday, April 11, 2024 | Paying Down Debt is Saving  
Friday, April 12, 2024 | Saving at Any Age

### Support Levels:

Action + Possibility Partner: \$75,000  
Content Partner | \$25,000 (5 slots)  
Video Partner | \$15,000 (6 slots)  
Sweepstakes Partner | \$5,000 (5 slots)

[AmericaSavesWeek.org](https://AmericaSavesWeek.org)

# Current Programming and Areas of Collaboration + Opportunity

## America Saves Week Sponsorship Levels

<p><b>Action + Possibility Partner</b>  <b>\$75,000</b>          1 slot</p>	<p>Our Action + Possibility Partner is our main supporter for America Saves Week 2024. Through your generous donation in support of the week we'll be able to maintain the staff, development, and design elements needed to create all elements of the week. As a benefit of your support, the Action + Possibility Partner will receive:</p> <ul style="list-style-type: none"> <li>• Acknowledgments during press and media opportunities during America Saves Week and/or invited to join</li> <li>• Speaking opportunity during the America Saves Week Town Hall virtual event</li> <li>• Collaboration and contribution on America Saves Week events</li> <li>• “Made in possible thanks to the generous support of” verbiage and logo inclusion on America Saves website, America Saves Week website, marketing campaign materials, and town hall event</li> <li>• Press Release Announcement</li> <li>• Exclusive sponsor of the Think Like A Saver Sweepstakes during the • America Saves Week Town Hall</li> <li>• Named supporter of the “What Are You Saving For?” Video</li> </ul>
<p><b>Content Partner</b>  <b>\$25,000</b>          5 slots, 1 for each daily theme</p>	<p>For each daily theme, America Saves creates blog posts, emails, resources, social media content and more to include in a digital toolkit that is distributed by 3000+ partners to millions of Savers across the nation. By becoming a content partner you'll support the production and development of said resources and receive acknowledgments that the content was made possible by your generous donation on the day of your chosen theme.</p> <p><b>Benefits includes:</b></p> <ul style="list-style-type: none"> <li>• Logo and name inclusion on daily theme marketing materials</li> <li>• Subject matter expert to share daily tip, strategy, or resource to be aired on America Saves social channels</li> <li>• Acknowledgments and thanks on the America Saves Week website</li> </ul>

# Current Programming and Areas of Collaboration + Opportunity

## America Saves Week Sponsorship Levels

<p><b>Video Partner</b> <b>\$15,000</b> 5 slots, 1 for each daily theme</p>	<p>America Saves will create six high-quality, professionally produced videos in support of the week that align with our daily themes. The videos will be included in the #ASW2024 digital toolkit shared by thousands of participating organizations, garnering 10 Million+ impressions. As a video partner your logo and organization will appear in the end credits along with “this video was made possible thanks to the support of” verbiage. Note that due to our affiliation with Consumer Federation of America we will also include that this support does not act as an endorsement of products or services by CFA, America Saves, or our family of brands.</p> <p><b>Additional benefits include:</b></p> <ul style="list-style-type: none"><li>• Acknowledgment and thanks on the America Saves Week website</li><li>• Evergreen content placed on the America Saves YouTube channel and within blog posts</li></ul>
<p><b>Sweepstakes Partner</b> <b>\$5,000</b> 5 Slots</p>	<p>During America Saves Week, America Saves will host a sweepstakes of a minimum of \$10,000 titled the #ImSavingFor Sweepstakes where Savers will have the chance to win various cash prizes by sharing what they are saving for and taking the America Saves Pledge. Official sponsorship of the #ImSavingFor Sweepstakes includes a third party legal team to create official rules, verbiage, choose winners, and distribute prizes. As the sweepstakes partner, your organization will be acknowledged as a sponsor of the sweepstakes.</p> <p><b>Benefits include:</b></p> <ul style="list-style-type: none"><li>• Acknowledgments and thanks in marketing materials, on the Sweepstakes Official Rules Landing and Registration pages, and on the America Saves Week website</li></ul>