

Increasing Financial Confidence & Moving People Toward Action

Support & Underwriting Opportunities

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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 programming that focuses on measurable transformation and impact. We meet our diverse community of Savers where they are through creating content that deeply resonates by intersecting the emotional side of personal finances and practical tips that can be implemented with ease. The result? A nation that is more financially stable, with a savings mindset, reduced debt, and 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 veteran community, and people with a disability. This would not be possible without the support of invested, mission-aligned stakeholders who believe that despite all odds we can build a more financially stable America.

The America Saves Saver

The America Saves Saver community is a diverse collective of 300,000 active individuals who actively engage in our content, have or are developing a saver's mindset, and are on a journey to become more financially stable.

Our Savers represent Americans from all walks of life, including first-time youth workers, veterans, military families, and employees. Over two-thirds of our Savers fall in the low to moderate income categories and are paid hourly.



Current Programming and Areas of Collaboration + Opportunity



AMERICA SAVES WEEK

Since 2007 America Saves Week has been an annual celebration as well as a call to action for everyday Americans to commit to saving successfully. Through the support of thousands of participating organizations, together we encourage individuals to do a financial check-in that allows them to get a clear view of their finances, set savings goals, and create a plan to achieve them.

This America Saves Week we'll join together and elevate a national conversation that encourages individuals to take control of their financial future and increase their financial confidence. 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 4000 organizations who share content with their staff, community, customers, and constituents — reaching nearly 4 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, and creating a spending and savings plan (aka budget).

The theme for America Saves Week 2025 is “Saving for Your Past, Present, and Future,” and will take place April 7-11, 2025. Each day has a different focus and theme.

Focusing On The Following Themes:

Monday, April 7, 2025 | Saving Automatically
Tuesday, April 8, 2025 | Saving for the Unexpected
Wednesday, April 9, 2025 | Saving for Major Milestones
Thursday, April 10, 2025 | Paying Down Debt is Saving
Friday, April 11, 2025 | Saving at Any Age

Support Levels:

Action + Possibility Partner: \$100,000 (1 slot)
Content Partner | \$25,000 (5 slots)
Sweepstakes Partner | \$10,000 (5 slots)



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America Saves Week Sponsorship Levels

<p>Action + Possibility Partner \$100,000 1 slot</p>	<p>Our Action + Possibility Partner is our main supporter for America Saves Week. 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">• Acknowledgments during America Saves Week• Speaking opportunity during the America Saves Week virtual event• Collaboration and contribution on America Saves Week events• “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 virtual event• Named supporter of the “What Are You Saving For?” Video
<p>Content Partner \$25,000 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 4000+ 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>Benefits includes:</p> <ul style="list-style-type: none">• Logo and name inclusion on daily theme marketing materials• Subject matter expert to share daily tip, strategy, or resource to be aired on America Saves social channels• Acknowledgments and thanks on the America Saves Week website



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America Saves Week Sponsorship Levels

<p>Sweepstakes Partner \$10,000 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>Benefits include:</p> <ul style="list-style-type: none">• Acknowledgments and thanks in marketing materials, on the Sweepstakes Official Rules Landing and Registration pages, and on the America Saves Week website
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