



Sponsor Prospectus

63rd Financial Literacy & Economic Education Conference

September 27-28, 2024

Hotel Cleveland

Cleveland, Ohio

About CEE



Mission

CEE equips K-12 students with the tools and knowledge of personal finance and economics so that they can make better decisions for themselves, their families, and their communities.



40,000 Teachers Nationwide

CEE and its nationwide affiliate network of affiliates provide training and support to 40,000 K-12 educators annually who reach 4,000,000 students.

Conference Details

CEE'S Financial Literacy & Economic Education Conference is the cornerstone of our year-round efforts to train and support teachers to deliver the best economics and personal finance coursework in their classrooms in communities nationwide.

| | |
|------------------|--|
| Dates: | September 27 & 28, 2024 |
| Location: | Renaissance Cleveland Hotel Cleveland, OH |



Audience & Outreach

- 500 classroom teachers and K-12 educators
- Promoted to CEE's email list of 150,000 teachers
- Three+ month long social campaign
- Outreach through CEE's nationwide network of 150 community-based affiliates

Teachers Response

98%

Attendees would recommend the conference to a colleague

“It was my first time attending and I was AMAZED sessions. Every session I attended was an 11/10! The presenters were skilled educators who implemented best teaching practices overall in their presentations! I truly learned so much and grew as an educator of economics! OUTSTANDING CONFERENCE! I will ask to attend next year!”

- Connie Beson-Steger, High School, Midland High School, Midland, MI

“While I walk away with an abundance of resources, I have met people who I will keep in touch with for years to come. The resources provided, have got my mind racing as to how to implement them into my lessons and see how my students respond. This experience has greatly benefited me as an educator.”

- Kimberlee Govoruhk, North Harford Middle School, Pylesville, MD

96%

Are actively using information and resources from the conference six months later

Past Keynote Speakers



Brandon Copeland
10 Year NFL Veteran, Speaker,
Educator, and Advocate



Karin Kimbrough
Chief Economist, LinkedIn



Melody Hobson
Co-CEO and President of Ariel Investments, LLC
and Chair of the Board of Directors of Starbucks



Kartik B. Athreya
Executive Vice President, Director of Research
Federal Reserve Bank of Richmond



Bill Dudley
Former President
Federal Reserve Bank of New York



Raphael W. Bostic
President and CEO
Federal Reserve Bank of Atlanta

Sponsorship Levels



| | \$50,000 | \$25,000 | \$15,000 | \$5,000 |
|--|---------------------------|------------------|----------|---------|
| Complimentary Conference registrations | 4 | 3 | 3 | 2 |
| Scholarships for teachers to attend the conference | 4 | 2 | 1 | |
| Present an educator session | ✓ | | | |
| Exhibition Booth | ✓ (Prominent Location) | ✓ | ✓ | ✓ |
| Promotional materials included in conference bag | ✓ | ✓ | ✓ | ✓ |
| Inclusion of Logo in Social media mentions | 4 | 3 | 2 | 1 |
| Logo on the Conference website and CEE website | ✓ (Prominent) | ✓ (Prominent) | ✓ | ✓ |
| Inclusion of Logo in Conference Welcome Emails | ✓ | ✓ | ✓ | |

We are happy to customize a sponsorship package with you based on your needs.

Special opportunities include sponsoring breakfast, lunch, a plenary session, a reception or breaks between sessions.

Exhibitors

| Price | Dates and Hours | Benefits |
|---|--|--|
| Exhibition Booth \$1,750 | Friday, September 27 10:00AM – 6:00PM & Saturday, September 28 10:00AM – 3:00PM <i>Set up</i> <i>Thursday, September 26</i> <i>10:00AM – 5:00PM</i> | Exhibitor Fee includes two complimentary registrations. <i>Additional representatives with your company can purchase a Standard Admission Ticket.</i> (Tabletop exhibit includes: 6' draped table and two chairs. Electrical outlets, internet, and audiovisual services will be available for purchase directly from the hotel.) |



Contact Information



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