

S Corporate Sponsorship Opportunities

Teaching Dollars and Sense.



ECON
ILLINOIS

Why is Economic Education So Important?



Many Americans lack the basic understanding of economic and financial concepts and the consequences can be devastating for individuals and their families:

- According to Moody's Analytics, Americans under the age of 35 have a savings rate of negative 2%.
- A FINRA study of millennials aged 18 to 34 found that 67% have no rainy day funds, 60% aren't saving for retirement, and 43% use costly non-bank borrowing methods.
- Wells Fargo's 2014 Millennial Study found that among U.S. adults aged 22-33, 56% say that they are "living paycheck to paycheck" and 40% say their debt is "overwhelming."

Education can make the difference. In fact...

Those exposed to economic and financial education

are more likely to display

positive financial behaviors:

- **Improved Credit Outcomes**

Students exposed to mandated personal financial education exhibit meaningful improvement in credit scores. In states where education in schools is mandatory, delinquency rates decrease and credit scores increase.

- **Increased Savings**

States with financial curricula in schools elevate rates at which individuals save and accumulate wealth in their adult lives.

- **More Financially Responsible Behaviors**

93% of those taking a personal finance class show more financially responsible behaviors vs 84% of those who have not.

(Courtesy: Council for Economic Education, Industry Data. www.councilforeconed.org)

Our goal is to build the foundation for a promising future by helping students understand the economic factors that affect their everyday lives— making financial decisions such as saving, investing, planning for retirement and learning about mortgages, credit and so much more.



PROGRAM SPONSORSHIP OPPORTUNITIES - SPONSOR THE CHALLENGES!

Illinois Economics Challenge

A competition for high school students designed to increase their understanding of and interest in economics that applies the excitement of an athletic competition to academic excellence. Sponsorship of the Illinois Economics Challenge Program for an academic year includes support for the statewide preliminary online competition and the State Championship event plus support for state champion participation in the National championship event. **This program reaches up to 600 high school students annually, with the capacity to expand.** Sponsorship benefits include: Sponsor name & logo on all promotional materials, press releases, website, and social media. Sponsorship of awards includes firm name & logo on all certificates.

Illinois Personal Finance Challenge

A competition for high school students designed to increase their understanding of and interest in personal finance that applies the excitement of an athletic competition to academic excellence. Sponsorship of the Illinois Personal Finance Challenge for an academic year includes support for the statewide preliminary online competition and the State Championship event plus support for state champion participation in the National championship event. **This program reaches up to 600 high-school students annually, with the capacity to expand.** **Your sponsorship helps students participate free of charge.** Sponsorship benefits include: Sponsor name & logo on all promotional materials, press releases, website, and social media. Sponsorship of awards includes firm name & logo on all certificates.

Presenting Sponsor: \$10,000

Supporting Sponsor: \$5,000



Illinois Economic and Financial Concepts Poster Contest

A Picture is Worth a Thousand Words! A contest for Illinois students in grades 1-8 designed to stimulate interest in the fundamentals of our economic and financial systems; to help students learn about the economy and personal finance and have fun doing it; to give students an opportunity to creatively demonstrate their understanding.

Engaging thousands of elementary age students, our geographic regional competitions lead to the state competition, where state winners and honorable mention awards are given. Each year, the 12 State winners are included in a 12-month academic calendar. Sponsorship of the Illinois Economic and Financial Concepts Poster Contest includes recognition (name & logo) on all promotional materials, including calendar, state and regional brochures, press releases, website, and social media. Sponsorship for awards includes firm name & logo on regional and state certificates.

Presenting Sponsor: \$20,000



What is The Stock Market Game?

- A media-blended project-based learning simulation in which student teams work collaboratively to invest a \$100,000 virtual cash account in stocks, mutual funds and bonds.
- A competition between grade 4-12 student teams by region and grade level.
- A robust teacher resource center with lessons, activities and assessments, searchable by subject and grade level and aligned to national Common Core Standards.

How it works...

With The Stock Market Game™ program (SMG) students are taught core competencies, critical thinking skills and teamwork while engaging in real world applications.

In building a portfolio, students research, evaluate and make decisions based upon their research. Teams trade equities; earn interest on cash balances; and pay commission on all trades. To better understand stock and overall market performance, they need to know how the economy works, and to calculate their returns they need to do math. Learning is a natural part of the experience.

A rigorous, randomized controlled trial found that the program improved student performance in mathematics and increased students financial literacy.

The program reaches over 20,000 students annually with the capacity to expand. Your sponsorship will allow Econ Illinois to provide the SMG program FREE to all Illinois schools. Econ Illinois is the sole provider of SMG programs in Illinois.

Please help us underwrite team fees so that we can provide this opportunity to classrooms at no charge. Sponsor name and logo will appear on all promotional materials, press releases, website, and social media. Sponsorship of awards events includes signage at events and in the evening's program.

The SMG program is a product of the SIFMA Foundation (Security Industry and Financial Markets Association)

Presenting Sponsor: \$50,000

Supporting Sponsor: \$5,000

TEACHER PROFESSIONAL DEVELOPMENT TRAINING SPONSORSHIP OPPORTUNITIES:

TRAIN ONE TEACHER —TEACH ONE THOUSAND STUDENTS



Virtual Economics®: Version 4.5 (VE)

When you sponsor VE you are supporting the delivery of professional development training that includes a copy of the VE 4.5 virtual library for each trained teacher, on-site equipment, and workshop consumables for up to 130 educators.

VE is a virtual library on a flash drive that includes a database of over 1,500 lessons from 81 resources, 50 videos, and a glossary of over 500 terms used in economics and personal finance. Educators learn to navigate this ‘must-have’ resource that provides all the tools you need to create engaging economic and personal finance lessons. Econ Illinois is currently recruiting teachers for professional development training workshops featuring this state-of-the-art technology bringing the most current information to the K-12 teacher, incorporating video demonstration lessons, and interactive glossary resources. Your sponsorship includes: Sponsor name & logo on all promotional material, workshop agendas, press releases, website, and social media.

Presenting Sponsor: \$10,000

Supporting Sponsor: \$5,000

OUTSTANDING ECONOMIC EDUCATOR AWARDS

Econ Illinois recognizes teachers for exemplary performance in incorporating economics and personal finance education into their curriculum, successfully education students to be life-long decision makers, empowering youth to make wise decisions about school, career paths, and finances. Teachers are selected based on their professional leadership in the field, professional goals, growth, and accomplishments, student achievement, and participation in Econ IL programs.

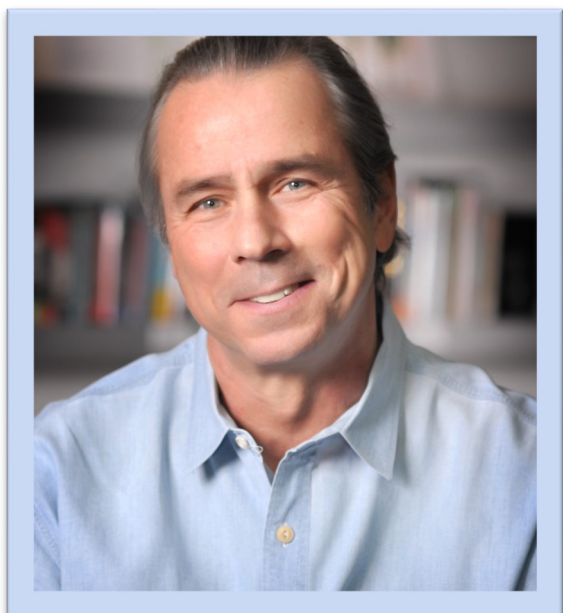
Econ Illinois offers award-winning teachers opportunities to deliver professional development to their peers and to help promote the field of economic education. The award winners also inspire other teachers to excel in teaching economic and personal finance in any grade and subject matter.



2018 AMERICAN DREAM DINNER

Thursday, May 17, 2018
Union League Club of Chicago

The American Dream Dinner is Econ Illinois' largest fundraising event of the year and is crucial to supplying important funds to provide economic and financial education to approximately 2,500 K-12 teachers annually resulting in a student impact of over 160,000 in nearly 650 school districts across Illinois.



GUEST SPEAKER
Howard A. Tullman
1871 Chief Executive Officer

Sponsorships are available at many different benefit levels (see next page). For more information on sponsorships, or donations to the American Dream, contact:

Rosie Sajak, CFRE
(815) 753-1579
rsajak@niu.edu

Howard A. Tullman is the CEO of 1871 in Chicago – where digital startups get their start – and the General Managing Partner for the Chicago High Tech Investment Partners, LLC and for G2T3V, LLC – both Chicago-based venture capital funds. He most recently was the Chairman/CEO of Tribeca Flashpoint College which he co-founded in 2007.

He is the former President of Kendall College in Chicago and the former Chairman/CEO of Experiencia, Inc. He is also the Chairman of the Endowment Committee of Anshe Emet Synagogue; a member of Mayor Emanuel's ChicagoNEXT and Cultural Affairs Councils; the Innovate Illinois and Illinois Arts Councils; a member of President Preckwinkle's New Media Council, an Advisory Board member of HighTower Associates, Built in Chicago, and Imerman Angels, and an Adjunct Professor at Northwestern's Kellogg School, as well as a regular guest lecturer at the Northwestern University School of Law.

Mr. Tullman also serves as a Director of Vehcon, SnapSheet, and PackBack Books and served as a long-time Director and Board Chairman of The Cobalt Group, a Trustee of the Museum of Contemporary Art in Chicago and of the New York Academy of Art and the Mary and Leigh Block Museum of Art at Northwestern University, and as the lead Director (and briefly Chairman) of The Princeton Review. Over the last 48 years, he has successfully founded more than a dozen high-tech companies.

2018 American Dream

Sponsor Packages

*FOR ECONOMIC AND PERSONAL FINANCE
EDUCATION FOR TEACHERS, STUDENTS,
AND INDIVIDUALS
THROUGHOUT THE STATE OF ILLINOIS*

Partner of the Year—\$50,000

Honorary Chair—\$25,000

Speaker Sponsor—\$15,000

Reception Sponsor—\$15,000

President's Circle—\$10,000

Director's Circle—\$5,000

"Exclusive Title" Sponsor of the event	X					
Sponsor logo and profile as "Partner of the Year" on Econ IL website	X					
Prime placement in all event marketing materials	X					
Priority Seating—2 tables of 10	X					
Prominent sponsor logo at event reception and dinner	X					
Opportunity to offer welcome at beginning of event	X					
Continuous visibility throughout event on electronic screens	X					
Preferred seating—1 table of 12		X				
Invitations to, and recognition at, award events throughout year	X	X				
Full-page ad in program book	X	X	X	X	X	
Company profile in program book	X	X				
Special Sponsor recognition in post-event wrap-up promotion	X	X				
Introduce the evenings speaker at the podium			X			
Sponsor logo on cocktail reception napkins				X		
Sponsor logo on event marketing materials	X	X	X	X	X	
Sponsor logo on electronic screens during event	X	X	X	X	X	
Sponsor recognition and beginning and end of event	X	X	X	X	X	
Sponsor name on event marketing materials	X	X	X	X	X	X
Standard Seating—1 table of 10			X	X	X	X
Half-page ad in program book						X
Sponsor logo in Econ IL Annual Report	X	X	X	X	X	X
Sponsor listing in Econ IL Annual Report	X	X	X	X	X	X



Teaching Dollars and Sense.

Sponsorships are available at many different benefit levels. For more information on sponsorships or financial contributions:

**Contact Rosie Sajak, CFRE at
(815) 753-1579 or by email at rsajak@niu.edu.**

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