

SPONSORSHIP OPPORTUNITIES

Give kids a head start on financial fitness.

Champion - \$250,000

- Support for local community race
- Impact to thousands of youth through local and national race beneficiaries
- Opportunity for Jean Chatzky corporate event at sponsor selected location
- Logo on front of race shirt for all cities
- Top logo placement on the 401krace.com website and all individual city race websites
- Champion sponsor landing page on 401krace.com with sponsor info/mission, video from Sponsor CEO.
- Special link for employees for race registration
- Sponsor acknowledgement on customized race training videos
- National press release announcing participation
- Logo on all collateral & social media – emails, posters, flyers
- Inclusion in monthly 4.01k Race enewsletter – content and branding
- “Proud sponsor of 4.01k Race” banner for sponsor’s promotional use
- Logo on Start/Finish Banner
- Literature & offers in race bags
- Free race entry for 1,000 participants (up to 125 per race location)

Your name will be in the national spotlight! Even better, proceeds from each race will benefit financial literacy programs in each city.

Coach - \$100,000

- Support for local community race implementation
- Impact to thousands of youth through local and national race beneficiaries
- Logo in top tier on back of the race shirt for all participating cities
- Logo placement in Sponsor section on 401krace.com website with link to sponsor website
- Logo on collateral & social – emails, posters, etc.
- “Proud sponsor of 4.01k Race” banner for website
- National Press Release highlighting participation
- Literature & lead generation offers in race bags
- Free race entry for 500 participants (up to 60 per race location)
- Table at event

Fan - \$50,000

- Support for local community race implementation
- Impact to thousands of youth through local and national race beneficiaries
- Logo in medium tier on back of the race shirt for all participating cities
- Logo placement in Sponsor section on 401krace.com website with link to sponsor website
- Logo on all emails & recognition in social media
- Literature in race bags
- Free race entry for 250 participants (up to 35 per race location)
- Table at event



Jean Chatzky, personal finance expert and host of the HerMoney podcast serves as our National Financial Head Coach.



SMARTER TOMORROW[™]
foundation

SmarterTomorrowFoundation.org



RACE FOR FINANCIAL FITNESS[™]

401krace.com



RACE FOR FINANCIAL FITNESS™

FUELING FINANCIAL FITNESS

Ensuring the financial literacy of the next generation.

IN 2015, WE RAN THE VERY FIRST 4.01K RACE FOR FINANCIAL FITNESS™ WITH A VERY SIMPLE GOAL – WE WANTED TO BRING ATTENTION TO THE FACT THAT TOO MANY KIDS ARE GROWING UP WITHOUT BASIC FINANCIAL LITERACY. THEY DON'T KNOW HOW TO BALANCE A CHECKBOOK, BUDGET THEIR MONEY OR UNDERSTAND THE PRINCIPLES OF SAVING AND INVESTING.

We realized that if we didn't do something to solve this problem, they—and our communities—would be in big trouble!

So, we decided to have a race!

It seemed to us, there was a natural relationship between being physically fit and financially fit. That's why we decided to hold a race in local communities to bring awareness to the problem.

AND IT WORKED!

Through the work of a bunch of dedicated volunteers and unique partnerships between local financial advisors and local chapters of Junior Achievement (JA), the 4.01k Race For Financial Fitness™ was born.

Since that first year, the 4.01k Race for Financial Fitness™ has grown. In 2019, we are running the race in at least 8 cities around the country!

**Detroit • Kansas City • Las Vegas •
Minneapolis • New York • Orlando •
Philadelphia • Baltimore**

By allowing each city to choose its own beneficiary, the money stays local and benefits kids from that community. That's a win-win!

WILL YOU STEP UP?

If you believe, like we do, that the key to our future is ensuring that the next generation has basic financial literacy skills, then please donate to the 4.01k Race For Financial Fitness™.

For more information:

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The Facts Are Frightening!

15-year-olds in the United States rank **12th out of 18 countries** in financial literacy.¹

< 30% of Americans have emergency savings of 3-6 months of household income.²

The **fastest-growing segment for bankruptcy** - people age 18-25.³

Only 24% of Millennials could answer four out of five financial literacy questions correctly.⁴

Only 27% of 23-28 year olds in the US could answer 3 simple finance questions about interest rates, inflation and risk diversification.⁵



¹ "Students and Money: Financial Literacy Skills for the 21st Century." Organization of Economic Co-operation and Development, ² Financial Literacy Study conducted by Mintel, 2017, ³ National Financial Educators Council, ⁴ "The Financial Capability of Young Adults—A Generational View." FINRA Foundation Financial Capability Insights ⁵ Lusardi, Mitchell, & Curto, 2010