

**VIRTUAL EVENT**      **4:30 PM EST - NETWORKING RECEPTION**  
**OCTOBER 28, 2020**      **5:00 PM EST - TRIBUTE DINNER PROGRAM**

**FINANCIAL LITERACY, ECONOMIC EQUITY & OPPORTUNITY FOR ALL YOUTH**



**FOUNDATION**

**TRIBUTE  
DINNER**

**2020**

SIFMA & THE SIFMA FOUNDATION cordially invite you to join us **virtually** on Wednesday, October 28 as we celebrate the financial industry's 42nd landmark year of advancing financial capability, economic equity and opportunity for youth of all backgrounds through the SIFMA Foundation and proudly honor our 2020 Industry Champion & Education Champion.

## HONORING



### **INDUSTRY CHAMPION**

#### **PENNY PENNINGTON**

Managing Partner  
Edward Jones



### **EDUCATION CHAMPION**

#### **MIKE BODSON**

President & CEO  
DTCC

Tribute Dinner proceeds benefit the SIFMA Foundation, which has leveled the playing field for 20 million youth to participate in the global marketplace and become the next generation of financial professionals, including 500,000 public school students/year and 200,000 students/year attending underserved and Title I schools. Your support will fill urgent gaps for schools, school districts and communities in need and equip youth with the knowledge and skills for lifelong success.

For more information and to pledge your support, visit:  
**[SIFMA.ORG/EVENT/FOUNDATION-TRIBUTE-DINNER](https://www.sifma.org/event/foundation-tribute-dinner)**

**SIFMA Foundation programs are made possible by the generous contributions of our supporters and SIFMA members that care deeply about advancing youth financial education.**

Virtual Event

4:30 PM EST - NETWORKING RECEPTION

OCTOBER 28, 2020

5:00 PM EST - TRIBUTE DINNER PROGRAM

FINANCIAL LITERACY, ECONOMIC EQUITY & OPPORTUNITY FOR ALL YOUTH



FOUNDATION

TRIBUTE  
DINNER

2020

## SIFMA FOUNDATION 2020 TRIBUTE DINNER RESERVATION FORM

Please complete and email this form to [tributedinner@sifma.org](mailto:tributedinner@sifma.org) or register at [www.sifma.org/event/foundation-tribute-dinner](http://www.sifma.org/event/foundation-tribute-dinner).

### Sponsorship Level

Please scroll down to next page for details of each sponsorship level.

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> \$250,000 Legacy  | <input type="checkbox"/> \$100,000 Title   | <input type="checkbox"/> \$60,000 Chair |
| <input type="checkbox"/> \$45,000 Vice Chair   | <input type="checkbox"/> \$30,000 Platinum | <input type="checkbox"/> \$15,000 Gold  |
| <input type="checkbox"/> _____ (#) of tickets @ \$2,000 each for a total of \$_____        |  |   |
| <input type="checkbox"/> I am unable to join, but have enclosed my contribution of \$_____ |  |   |

### Journal Ads

- |   |   |
|---|---|
| <input type="checkbox"/> \$15,000 Inside Cover/Back Cover (while supplies last) | <input type="checkbox"/> \$5,000 Full Page Ad |
| <input type="checkbox"/> \$10,000 Full Page Gold Ad                             | <input type="checkbox"/> \$2,500 Half Page Ad |
| <input type="checkbox"/> \$7,500 Full Page Silver Ad                            |   |

### Registration Information

Company/Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

### Please make checks payable to:

SIFMA Foundation for Investor Education  
120 Broadway, 35th Floor  
New York, NY 10271

### Contact SIFMA Foundation:

[tributedinner@sifma.org](mailto:tributedinner@sifma.org)  
212.313.1307  
[www.sifma.org/foundation](http://www.sifma.org/foundation)

*All Contributions are tax deductible to the full extent allowed by law.*



**FOUNDATION**

**TRIBUTE  
DINNER**

**2020**

---

## **SIFMA FOUNDATION 2020 TRIBUTE DINNER SPONSORSHIP LEVELS**

---

### **\$250,000 Legacy Sponsor**

*Provides scholarships for Title I Schools in four states*

- Two full-page ads in digital journal, with opportunity to include a video message from your company
- Special recognition on SIFMA Foundation social media sites
- Special recognition in program remarks
- Prominent recognition and/or logo placement on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Named underwriter options
- Financial education supporter “button” to add to your company’s website
- Opportunity to host a virtual career exploration and/or field trip for SMG students
- Link to streaming event to share with firm employees, clients, and vendors
- Additional participation opportunities forthcoming!

### **\$100,000 Title Sponsor**

*Supports business-education partnerships for 5,000 classrooms*

- Full-page ad in digital journal
- Special recognition on SIFMA Foundation social media sites
- Special recognition in program remarks
- Prominent recognition and/or logo placement on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Financial education supporter “button” to add to firm website
- Opportunity to host a virtual career exploration and/or field trip for SMG students
- Link to streaming event to share with employees, clients, and vendors
- Additional participation opportunities forthcoming!

### **\$60,000 Chair Sponsor**

*Supports Stock Market Game participation for 10,000 students*

- Full-page ad in digital journal
- Special recognition on SIFMA Foundation social media sites
- Special recognition in program remarks
- Prominent recognition and/or logo placement on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Financial education supporter “button” to add to firm website
- Opportunity to host a virtual career exploration and/or field trip for SMG students
- Link to streaming event to share with firm employees, clients, and vendors
- Additional participation opportunities forthcoming!

### **\$45,000 Vice Chair Sponsor**

*Funds InvestWrite Prize Patrols across the country*

- Full-page ad in digital journal
- Recognition on SIFMA Foundation social media sites
- Recognition in program remarks
- Recognition and/or logo placement on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Financial education supporter “button” to add to firm website
- Link to streaming event to share with firm employees, clients and vendors
- Additional participation opportunities forthcoming!

### **\$30,000 Platinum Sponsor**

*Underwrites Professional Development for 300 classroom teachers*

- Full-page ad in digital journal
- Recognition on SIFMA Foundation social media sites
- Recognition and/or logo placement on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Financial education supporter “button” to add to firm website
- Link to streaming event to share with firm employees, clients and vendors
- Additional participation opportunities forthcoming!

### **\$15,000 Gold Sponsor**

*Supports Year-End Award Ceremony for Stock Market Game winning teams*

- Half-page ad in digital journal
- Listing on SIFMA Foundation website, year-round marketing materials, electronic materials, social media, and event collateral related to the event
- Financial education supporter “button” to add to firm website
- Link to streaming event to share with firm employees, clients and vendors
- Additional participation opportunities forthcoming!

### **\$2,000 Individual Ticket**

*Covers virtual classroom visits to an industry firm*

- Listing in event collateral related to the event
- Link to streaming event
- Additional participation opportunities forthcoming!

Virtual Event

4:30 PM EST - NETWORKING RECEPTION

OCTOBER 28, 2020

5:00 PM EST - TRIBUTE DINNER PROGRAM

FINANCIAL LITERACY, ECONOMIC EQUITY & OPPORTUNITY FOR ALL YOUTH



FOUNDATION

TRIBUTE  
DINNER

2020

---

## SIFMA FOUNDATION 2020 TRIBUTE DINNER JOURNAL ADS

---

### HONOREES:

**Industry Champion:** Penny Pennington, Managing Partner,  
Edward Jones

**Education Champion:** Mike Bodson, President & CEO,  
DTCC

### AD INFORMATION-Program Journal

All Legacy, Title, Chairman, Vice Chairman and Platinum Sponsors have the opportunity to submit a full-page ad and Gold Sponsors a half-page ad for inclusion in the Program Journal that will be presented virtually at the Tribute Dinner.

Each ad will be placed alphabetically by level of sponsorship.

### Advertising Specifications

Journal Dimensions: 5.5" wide by 8.5" high

Full-page, color or black and white ads

**Dimensions: 5" x 7.5"**

Half-page, color or black and white ads

**Dimensions: 5" x 4"**

Ads will be accepted in the following formats JPG, TIF or Illustrator EPS files  
(text must be converted to outlines)

Resolution: 300 dpi or higher

Artwork submission deadline: **October 7, 2020**

Please submit artwork to: [tributedinner@sifma.org](mailto:tributedinner@sifma.org)

**Contact: 212-313-1307 if you have any questions**

# FOUNDATION

## About the SIFMA Foundation for Investor Education

The SIFMA Foundation is an educational non-profit organization dedicated to fostering knowledge and understanding of the financial markets for individuals of all backgrounds with a focus on youth. Drawing on the support and expertise of SIFMA member firms and the financial industry, the SIFMA Foundation provides financial education programs and tools that strengthen economic opportunity across communities and increase individuals' access to the benefits of the global markets.



**The Stock Market Game™** is an online simulation of the global capital markets that engages students grades 4-12 in the world of economics, investing and personal finance, and prepares them for financially independent lives. More than 600,000 students take part every school year across all 50 states and around the globe. The Stock Market Game has reached 20 million students since its inception in 1977 and is proven to raise student scores on tests of mathematics, economics and financial knowledge. It is also proven to positively impact teachers' personal finance behavior.



**InvestWrite®** is a culminating activity for Stock Market Game students extending their classroom learning with a written challenge to address real-world financial issues and situations. Students must analyze, think critically and problem solve about a long-term saving and investing scenario. Some 20,000 student essays are evaluated annually by teachers and thousands of financial professionals serving as volunteer judges. Winners locally and nationally rise to the top to earn exciting prizes and recognition including a trip to New York City's famed financial district.



**The Capitol Hill Challenge™** is the nation's only financial education program supported by 100% of Congress. This special edition of The Stock Market Game™ is supported by the Charles Schwab Foundation. Winners receive a paid trip to Washington, DC to meet their Member of Congress, tour financial landmarks, and learn first-hand about financial policy making. Since its inception in 2004, the Capitol Hill Challenge has made 5,500 matches of U.S. Representatives and Senators with schools, reaching nearly 133,000 students across the country.



**Invest It Forward®** is an industry-wide capital markets literacy initiative convening hundreds of financial firms helping young Americans learn about and gain access to invaluable tools to achieve their dreams. Invest It Forward connects educators and classrooms with financial industry volunteers and their firms. The program features a capital markets curriculum for students and a variety of skills-based volunteer opportunities across the country and throughout the year.

SIFMA Foundation programs are made possible by the generous contributions of SIFMA Foundation supporters and SIFMA member firms that care deeply about providing financial education to people of all backgrounds.

To learn more about SIFMA Foundation programs and how you and your firm can get involved, please visit [www.sifma.org/foundation](http://www.sifma.org/foundation).