The Mission

Funding the Future teaches kids the importance of smart financial decisions, through live music, video, and an inspirational message shared by a musical celebrity.

Participants learn basic tools to make informed life decisions and gain the discipline and confidence to see their own dreams as possibilities.

The Importance of Our Message

Avoiding debt and making sound financial decisions impact success in their lives, families, communities, and even the environment.

Low-income and un-banked families are especially at risk for falling into recurring debt cycles... with long-term consequences.

Topics Covered

- General Financial Literacy
- Dangers of Credit Card Debt
- Pitfalls of Predatory Lending & Payday Loans
- Creating a Financial Savings & Investment Game Plan
- Slow & Steady Wins the Race – Debunking the hype of overnight success
Financial Literacy Tour sponsors ensure that all schools have equal access to the FtF Message.

“Their message is timely and important and they give it in just the right way — never preachy or academic — just real.”

MARK GORDON  WYOMING STATE TREASURER / FORMER DIRECTOR OF FEDERAL RESERVE BANK, KANSAS CITY, MO

AS A SPONSOR, YOUR BRAND WILL:

- **Connect** to a critical demographic in a fun and authentic way.
- **Build** brand equity / loyalty from a young age.
- **Supercharge** your current community / student / Gen-Y marketing efforts.
- **Establish** a positive connection to young consumers and their families.

- **Increase brand awareness at home.** Students take their excitement home to their parents.
- **Increased visibility.** Flexible sponsor perks may include banners, brochures, shout-outs during shows, promo CDs, and more.

“This was the single best donation that I have ever been associated with. The impact will be real... So again... THANK YOU!”

JOHN COYNE  PRESIDENT / CEO BIG HORN FEDERAL SAVINGS BANK, GREYBULL, WY

CONTACT US TO DISCUSS YOUR SPONSORSHIP TODAY

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