

# Sponsorship Information Packet



*Women in the Money*

Utah Financial Empowerment Conference

September 28-29, 2023 | Salt Lake Sheraton Hotel and Virtual



UTAH FINANCIAL  
EMPOWERMENT COALITION

[womeninthemoney.org](http://womeninthemoney.org)

# 2022 Hybrid Conference Highlights

- 800+ REGISTRANTS
- 96 SCHOLARSHIPS AWARDED
- 32 EXPERT SPEAKERS
- 26 EXHIBITORS
- 16 WORKSHOPS
- INVALUABLE CONVERSATIONS

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## Women in the Money

Utah Financial Empowerment Conference

Women in the Money is hosted by the Utah State Treasurer as an initiative of the Utah Financial Empowerment Coalition. The conference aims to empower Utah women to achieve financial security by providing access to crucial financial information, valuable resources, and new mentors and friends.

The conference serves Utah women from various walks of life. Women of all ages, cultures, and financial situations are invited to exchange ideas and grow together. The overarching message is that it is never too late, or too early, to learn about finances.

Women have the opportunity to grow their financial acumen through general session speeches that provide informational messaging and actionable advice, as well as through more tailored group workshops led by expert speakers. Attendees can choose from a variety of topics that will lead them on a pathway to financial freedom and success.

The 2023 hybrid conference will be held on Thursday, September 28 from 6 p.m. to 8 p.m. and on Friday, September 29 from 8:30 a.m. to 4 p.m. at the Salt Lake Sheraton Hotel and online.





# Why Financial Empowerment?

- Consumer debt is at an all-time high of \$16.5 trillion — \$3.8 trillion higher than the \$12.7 trillion peak reached in 2008 during the Global Financial Crisis.
- Student loan debt reached a staggering \$1.8 trillion in 2022 and is continuing to grow, impacting young Americans' ability to purchase a home and start a family.
- One in three Americans has less than \$5,000 saved up for retirement, and 21% of Americans have no retirement savings at all.
- One-third of Americans indicated that it would take at least three years to pay off their credit card debt, and 20% spend more than half of their monthly income on debt repayment.
- Utah's bankruptcy rate is the seventh-highest in the country.
- Just 40% of Americans say they have enough savings to cover a \$1,000 emergency room visit or car repair.

**Providing financial knowledge, actionable steps, and resources to women motivates and supports women in achieving financial stability.**

## Why Women?

- About 17 million American women live in poverty.
- Women account for 70-80% of overall consumer spending, with heavy influence in most areas ranging from healthcare decisions to new home and car purchases.
- Women hold nearly two-thirds of the outstanding student debt in the United States.
- The financial behaviors of parents play a more significant role in instilling positive financial values in children than courses in school.
- More than 75% of all unpaid caregivers are female.
- Women live longer than men (an average of five years) and are more likely to outlive their assets.
- 46% of American women are “not too confident” or “not at all confident” in their ability to fully retire with a comfortable lifestyle.
- 40% of households with children under 18 are headed by mothers who are either the sole or primary income generator for the family
- Social Security is the only source of retirement income for 42% of retired, single women in Utah.
- The average age of widowhood is 59, and three out of four married women are widowed by the age of 75.
- Women prefer to learn about money in groups with other women.



2023 Women in the Money Conference

# Sponsorship Opportunities

September 28-29, 2023 | Salt Lake Sheraton Hotel and Virtual

## Title \$15,000

Exclusivity as Title Sponsor

Introduce keynote speaker from the stage

Full page ad in conference program

Branded promotional materials included on table

Listing on pre-conference marketing materials and website

Logo included in videos from event

Physical Exhibit Table

Virtual Exhibit Booth

Onsite signage and recognition

Logo on conference program

20 in-person event tickets

*\*1 available*

## Diamond \$10,000

½ page ad in conference program

Branded promotional materials included on table

Listing on pre-conference marketing materials and website

Logo included in videos from event

Physical Exhibit Table

Virtual Exhibit Booth

Onsite signage and recognition

Logo on conference program

15 in-person event tickets

*\*1 available for each: Breakfast, Lunch, Giveaway, Conference App, Panel, Scholarship Program, WiFi*

## Gold \$7,500

¼ page ad in conference program

Branded promotional materials included on table

Listing on pre-conference marketing materials and website

Logo included in videos from event

Physical Exhibit Table

Virtual Exhibit Booth

Onsite signage and recognition

Logo on conference program

10 in-person event tickets

## Silver \$5,000

Listing on pre-conference marketing materials and website

Logo included in videos from event

Physical Exhibit Table

Virtual Exhibit Booth

Onsite signage and recognition

Logo on conference program

10 in-person event tickets

## Bronze \$2,500

Physical Exhibit Table

Virtual Exhibit Booth

Onsite signage and recognition

Logo on conference program

7 in-person event tickets

## Exhibitor \$1,000

Physical Exhibit Table

Virtual Exhibit Booth

5 in-person event tickets

Apply to be a sponsor at: [womeninthemoney.org](https://womeninthemoney.org)

## What previous conference attendees have said:

- “The conference was amazing! The panelists were wonderful in that they embedded their passion into their presentations, which further added quality and meaning to the information that they shared. Truly awesome!”
- “The virtual platform was incredible. It was user-friendly and allowed online participants to maximize our participation in the sessions. I was amazed that my whole day was utilized with conference activities, despite the fact that I was attending virtually. That speaks to the efficiency and organization of the conference.”
- “I loved the feeling of unity and empowerment the conference provided and all the amazing women I was able to connect with.”
- “What made this event outstanding was hearing from women who share my perspective. The messages were geared toward women, and that was so refreshing!”
- “This conference has been fun! I've been captivated all day. Everyone has been absolutely amazing to listen to and have taken hard subjects and made it fun and easy to talk about.” – Taylor Paul
- “I loved that all of the content was easy to understand and simple to implement. You don't have to be a financial planner to take home some great tips from this conference!”
- “Everything was so well organized, and there were so many resources! I loved talking to the vendors, listening to the great speakers, learning from the workshops, and being there in person! I also loved the swag and food that was kindly provided. This conference is an incredible value for any woman who earns, manages, or spends money in Utah!”
- “I just want to take all of these women home with me and eat cookies and chat about life.” –Katie Esplin



# Thank you for supporting the financial empowerment of Utah women!

The funding for this conference comes from our community. Without private sponsorships and your generous contribution, this conference would not be possible.

Sponsors will have the unique opportunity to engage with motivated women who are ready to improve and enhance their financial well-being and embark on the path to financial success.



**Apply to be a sponsor at: [womeninthemoney.org](https://womeninthemoney.org).**

**Sponsorship contributions must be received by September 2, 2023 to be included in the event.**

## **Utah Financial Empowerment Coalition**

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Salt Lake City, UT 84114

**2023 CONFERENCE AN INITIATIVE OF:**



**UTAH FINANCIAL  
EMPOWERMENT COALITION**

