

**UTAH FINANCIAL
EMPOWERMENT COALITION**



**EMPOWER WOMEN.
EMPOWER UTAH.**



WELCOME

Community Partner,

Thank you for your interest in supporting the 2024 Utah Women in the Money Conference. When we invest in women, we invest in the success of our communities and state at large. It's critical to ensure women have access to the resources they need to build a secure financial future for themselves and their families.

Over the last five years, our annual financial empowerment conference has proven to be an important tool for Utah women to improve their financial knowledge, access community resources, and build a network of support. The 2023 conference served over 875 women, including 45 scholarship recipients. Experts representing dozens of non-profit organizations, government agencies, and community partners shared their expertise and resources in one-on-one conversations and 20 workshops, including several sessions offered in Spanish.

This conference is possible because of the generosity of our community partners. I invite you to partner with us for the 2024 conference, which will be held on Thursday, September 26 from 6 – 8 p.m. and Friday, September 27 from 8:30 a.m. – 4 p.m. We appreciate your support and I look forward another great event.

Sincerely,



Marlo Oaks, State Treasurer of Utah



The mission of the Utah Women in the Money Conference is clear: to empower Utah women to achieve lasting financial security. We understand that by addressing the unique challenges and opportunities faced by women, we empower women to build a successful financial future for their families, thus strengthening our communities and our state.

Why Women? The Numbers Speak Volumes.

Women are a major financial force. More than 40% of American women are the primary breadwinners in their households. Women control \$14 trillion of personal wealth in the United States and account for 70-80% of consumer spending, with heavy influence in most areas ranging from healthcare decisions to new home and car purchases.

Despite this powerful influence, statistically, women have less financial knowledge and confidence than their male counterparts. This is particularly concerning, considering the average age of widowhood is 59, and 75% of women are widowed by 75.

An alarming 46% of American women are “not too confident” or “not at all confident” in their ability to fully retire with a comfortable lifestyle. One in three Americans has less than \$5,000 saved up for retirement, and the Social Security Trust Fund is projected to reach depletion by 2034. At that point, it will only be able to provide approximately 75% of currently “promised” benefits. This is important because social security is the only source of retirement income for 42% of retired Utah women.

In addition, debt, including educational debt, is a concern for many women. Student loan debt reached a staggering \$1.77 trillion this year and is continuing to grow, impacting young Americans’ ability to purchase a home and start a family, and women owe almost two-thirds of that debt.



TITLE
\$20,000

- Exclusivity as Title Sponsor
- Introduce keynote speaker from stage
- Full Page ad in conference program
- Branded promotional materials included on table
- Listing on pre-conference marketing materials and website
- Logo included in event videos, onsite signage, and program
- Personalized Company Spotlight in newsletters and social media
- Physical & Virtual Exhibit Booth
- 20 in-person tickets

DIAMOND
\$15,000

- ½ page ad in conference program
- Branded promotional materials included on table
- Listing on pre-conference marketing materials and website
- Logo included in event videos, onsite signage, website, and program
- Company Highlight in newsletters and social media
- Physical & Virtual Exhibit Booth
- 15 in-person tickets

GOLD
\$10,000

- ¼ page ad in conference program
- Branded promotional materials included on table
- Listing on pre-conference marketing materials and website
- Logo included in event videos, onsite signage, and program
- Physical & Virtual Exhibit Booth
- 10 in-person tickets

SILVER
\$7,500

- Listing on pre-conference marketing materials and website
- Logo included in onsite signage and conference program
- Physical & Virtual Exhibit Booth
- 7 in-person tickets

BRONZE
\$5,000

- Logo included in onsite signage and conference program
- Physical & Virtual Exhibit Booth
- 5 in-person tickets

NEXT STEPS

- **APPLY ONLINE:**

Apply to become a sponsor online through our sponsorship portal. [CLICK HERE](#) to apply.

For questions, contact Ania McGrath:
amcgrath@utah.gov | 801-538-1473

Hear from our attendees:

“My favorite part of the conference was meeting amazing people from great organizations and listening to their stories. The takeaway is huge!!”

“Presenters are knowledgeable, informative, down to earth, and fun. I've been twice. I LOVE, LOVE, LOVE the content!”

“I loved the concept, the venue, and the speakers! The time between workshops was great to create meaningful contacts. My experience would not be possible without their scholarship.”

Thank you



The funding for this conference comes from our community. Your generous contributions make this conference possible.

Thank you for your unwavering support. We look forward to the opportunity to work together to build a stronger Utah.

Utah Financial Empowerment Coalition

501(c)(3) | EIN 83-2554215
350 N. State Street, Suite 180
Salt Lake City, UT 84114

2024 CONFERENCE AN INITIATIVE OF:



UTAH FINANCIAL
EMPOWERMENT COALITION

