



Young AmeriTowne Shop Sponsorship Overview

Young Americans Center for Financial Education seeks partnerships with organizations who share our commitment to develop the financial literacy of young people and who value the educational impact of real life experiences and hands-on programs for youth to prepare them for success in our free enterprise system.

About Young AmeriTowne

Young AmeriTowne is a beloved educational program for 5th graders that develops sound money management skills and competent personal financial literacy knowledge. In 2016, a record 374 elementary schools with 30,521 students completed the Young AmeriTowne program across the state of Colorado. The attendance figures represent **46%** of all Colorado and **63%** of Denver metro area 5th graders.

AmeriTowne Shop Presenting Sponsor

A sponsorship with Young Americans Center, priced at \$10,000 per year, provides a premier communication platform for building your brand and achieving your marketing objectives:

- **Reach a wide audience**
30,500 youth participants, who are at highly impressionable age and are forming strong brand preferences, along with their parents, 6,000+ adult volunteers, and 1,100 teachers annually
- **Deliver a fully branded experience**
Sponsored-themed shop features custom graphics, fixtures, uniforms, props and work activities which enable you to showcase your brand and create lasting and binding affiliations
- **Create strong associations**
Nurture students to shop at your business or choose a career in your industry
- **Demonstrate commitment**
Advance the financial well-being and workforce readiness of youth through this proven educational program
- **Attract attention**
Through the delivery of tangible awareness, engagement and recognition benefits, including onsite signage, digital marketing and social media, your brand and messaging is connected to our constituents and the public at large



Learn More

Please contact Betsy Sklar, Vice President of Business Partnerships and Development at 303-320-3245 or bsklar@yacenter.org to learn more.

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