



International Towne



Sponsorship Opportunity

Young Americans Center for Financial Education seeks partnerships with organizations who share our commitment to preparing youth for careers in the global economy through hands-on education programs and real-life experiences.

About International Towne

Now in its 17th year, International Towne is a one-of-a-kind educational program introducing middle school students to the economics and interdependence of the global marketplace. Designed to teach an array of international economic concepts, the program focuses on supply and demand, appreciation of foreign cultures, trade and tariffs, exchange rates, personal finance, credit and interdependence. Students learn the why's and how's:

- Countries rely on each other for resources.
- Trade is conducted.
- Scarcity and opportunity cost works.
- Personal finance and credit.

Why Get Involved with International Towne

Reach a wide audience	Deliver a fully branded experience	Create strong associations	Attract attention
 <p>11,000 middle school youth who are at a highly impressionable age along with their families, 1,300 teachers and adult volunteers participate annually.</p>	 <p>Through a branded country featuring customized graphics, fixtures, uniforms and props, your customers and prospects experience your brand in a purposeful and meaningful way.</p>	 <p>One-on-one engagement enables customers and prospects to experience your brand in a personal and purposeful way.</p>	 <p>Tangible sponsor awareness, engagement and recognition benefits connect your brand and messaging to all of Young Americans' constituents and the public at large.</p>

Learn More

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



A "hands-on" lesson in global economics.

Young Americans Center for Financial Education

Sponsorship Opportunities

Country Sponsorship - \$10,000 per year

International Towne features a soaring architectural space with 16 countries each a thriving trade center intricately woven into the International Towne global economy. Sponsor may brand country interiors with customized graphics along with branded uniforms, props and country specific materials.

Business and Cultural Norm Sponsorship - \$10,000

A key to success in negotiating global trade and conducting tourist activities is understanding and being sensitive to business and cultural norms which vary by country. With presentation rights for the Business and Cultural Norms, sponsor will receive:

- Branded Business Norm video shown in school including sponsor spokesperson and logo as well as assisting in content creation and use
- Customized business norm worksheets for each country.

Student Workbook - \$10,000

Along with a comprehensive program aligned to educational standards, turnkey program materials makes International Towne extremely well-received by teachers. Containing all lessons and activities, the workbook is used by students throughout the 20-lesson program. Sponsor's logo will be placed on the front cover.

Send-a-School - \$2,500

This important initiative provides scholarship funds for low-income schools to attend the International Towne. To be eligible for the program, schools must have 50% or more of their students qualified for the free and/or reduced lunch program, a Federal measure of poverty.

Sponsor Benefits

What our corporate sponsors appreciate most about our sponsorship program is the opportunity to have a fully branded experience with thousands of students and hundreds of teachers and volunteers during a beloved program that is the highlight of many students' middle school years. In addition to sponsor benefits designed to deliver a real ROI, sponsors derive much value in the ability to activate their sponsorships. For more information on any aspect of a sponsorship, please contact Betsy Sklar Vice President, Business Partnerships and Development at bsklar@yacenter.org or 303-320-3245.

