



Dear Potential Sponsor:

The first annual **My Money Life: A Woman's Financial Workshop & Expo** will be held in Phoenix, Arizona on October 2, 2010. We anticipate a large crowd; over 500 women from across the valley, seeking the truth about money and what it means in their life.

The focus of the event is to bring women of all ages together in a fun, comfortable, and energizing environment where they can learn, collaborate, build community and find resources that allow them to increase their competency, confidence and cash flow. We want to attack financial literacy! Women need to take control and improve their financial strength. We need to know how to make it, spend it and save it!

In addition to helping the women who come to this event we will also be donating a percentage of the proceeds to these two local charities: Local First AZ, a non-profit organization representing a coalition of locally owned, independent businesses that are the backbone of the Arizona economy and The Fresh Start Foundation, a non-profit organization dedicated to helping empower women through the services of the Jewell McFarland Lewis-Fresh Start Women's Resource Center. In these tough economic times, your support through sponsorship and involvement in the event is even more important to achieving our goals and helping these amazing charities.

There are many exciting sponsorship opportunities to choose from and we trust you will find one that fits the needs of your business and your budget. In addition to benefiting Local First AZ and The Fresh Start Foundation, your sponsorship comes with many benefits including promotion of your business and exposure to the community. Attached is a complete description of the various sponsorship opportunities, costs and the wonderful benefits that come with your participation. We hope that you and your company will want to be involved in this amazing event which will touch the lives of many women in Arizona.

I am proud to offer this opportunity to our local community and national businesses. If you want to make a difference and receive outstanding exposure, please contact me at the number below.

Thank you for your time and I look forward to seeing you at the event.

Sincerely,

A handwritten signature in black ink that reads 'Susan Stalteri' in a cursive script.

Susan Stalteri
The Stalteri Group, LLC
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(602) 318-7098

Empowering women to be strong and independent financial decision makers!



When: October 2, 2010

Location: TBD

Target Audience: All women between the ages of 18 (college) -70+ (retirees)! This day is for all women (not just women in business) to learn how money impacts their lives and to be empowered to learn and grow and use the tools and services available to them.

Exhibiting Benefits: Support the need to improve financial literacy in the country. Meet potential new clients. Showcase and demonstrate products and services to primary decisions makers. Gain insight as to what woman want. Improve your customer retention. Immediate sales at Expo. Distribute information. Create brand awareness.

Media Partners: TBD

Event Summary: This event is a major trade show for the Phoenix market with a national key note speaker and various other speakers for the breakout sessions, with a mix of vendor table tops and large corporate displays. The event is 100% focused on teaching woman about ways to earn, save, spend, donate, plan, retire, invest and be comfortable with their choices related to money and to help them teach their children great money habits. The environment will be fun, inviting, energizing, collaborative and interactive. Strong financial women make healthy women!

10% of ticket sales will go to a local charity. We will choose charities that are a match for our event. All vendors will have to be related to helping woman make strong financial choices with their money. We want to keep the focus on the financial education and not make this a shopping event.

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Sponsorship Levels:

PLATINUM SPONSOR - \$10,000

- Exclusive Business Category
- Print, Radio, and Internet Advertising with our media sponsors
- Recognition with prominent branding on promotional and all event materials.
- (Tickets, posters, signs, banners, workbook, goodie bags, website and email newsletters)
- Logo prominently featured on My Money Life web page as sponsor. (for six months)
- Links back to your site from web and all email marketing.
- Company name/logo on all My Money Life provided banners/signage at the event.
- One 8' X 16' double booth with priority placement - your opportunity for onsite promotion
- Exhibitor and attendee contact information (e-mail)
- Insert of coupon or marketing material into My Money Bag for each attendee
- 25 Guest Attendee tickets
- 5 exhibitor lunches included

GOLD SPONSOR - \$5,000

- One 8'x8' booth with priority placement
- Logo placed on Website prior to and after event (for three months)
- Links back to your site from web and all email marketing
- Logo placed on signs, banners, workbook and goodie bag
- Company name and logo on advertising and registration form
- Exhibitor and attendee contact information (e-mail)
- Insert of coupon or marketing material into My Money Bag for each attendee
- 15 Guest Attendee tickets
- 2 exhibitor lunches included

LUNCH SPONSOR \$5,000

- One 8 X 8 booth space in the staging area to distribute box lunches (with company name & logo)
- Logo placed on Website prior to and after event (for three months)
- Links back to your site from web and all email marketing
- Logo placed on signs, banners, workbook and goodie bag
- Company name and logo on advertising and registration form
- Insert of coupon or marketing material into My Money Bag for each attendee
- 15 Guest Attendee tickets
- 2 exhibitor lunches included

SILVER SPONSOR - \$2,500

- One 8'x8' booth
- Logo placed on Website prior to and after event (for one month)
- Links back to your site from web and all email marketing
- Logo placed on collateral materials
- Company name and logo on advertising and registration form
- Insert of coupon or marketing material into My Money Bag for each attendee
- 10 Guest Attendee tickets
- 2 exhibitor lunches included

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