



FLC

SPONSORSHIP
PACKAGE

2020 - 2021

ABOUT US

The **University of Alberta Financial Literacy Club** (also known as Piggy Bankers Club) was founded by a group of undergraduate commerce students at the University of Alberta School of Business almost a decade ago. We are dedicated towards empowering the University of Alberta community by giving individuals the knowledge to manage their personal finances. We believe that knowledge of basic finance today will enable individuals to be the leaders of tomorrow.

Our mission is to help individuals achieve their personal goals by helping them take their first step towards financial literacy. We do this by providing education about smart financial practices, as well as financial instruments, products, and services. Through our monthly seminars, delivered in partnership with knowledgeable industry professionals, we believe we will ultimately be able to increase overall financial confidence amongst the members of our society.

The offerings provided by our club to promote financial literacy present a unique opportunity for corporations to showcase their support regarding this initiative. It is also an excellent opportunity for organizations to promote their brand and career opportunities to a broad base of students and faculty members at the University of Alberta.

We invite you to explore the opportunities available to you as a potential sponsor for the Financial Literacy Club and would also like to thank you for taking the time to learn about our initiative.

OUR SEMINARS

“Tell me and I forget, teach me and I may remember, involve me and I learn.” ~ Benjamin Franklin

Our Seminars will be held between September 2020 and April 2021 (given the circumstances surrounding COVID-19, these seminars will likely be held online). We will be inviting a roundtable of industry professionals and renowned faculty professors to lead these seminars. These seminars are intended for attendees who are interested in learning about more complex topics including debt instruments, investment strategies, real estate planning and banking.

SPONSORSHIP OPPORTUNITY

GOLD: \$100



- Have company logo presented on “Sponsors” page of club’s website
- Have direct link to sponsor’s website (from our website)
- Logo on promotional posters hung around campus
- Recognition on club’s social media pages (Facebook and Instagram)

CONTACT US

Dear Potential Sponsor,

The Financial Literacy team is thrilled about the prospect of hosting our monthly seminars. The process of bringing our vision to reality would not be possible without the generous support of organizations like yours.

We invite you to partner with us in fulfilling the dream of financial freedom for our community. Should you have any questions related to our mandate and events, please do not hesitate to reach out to any of the contacts mentioned below. We look forward to working with you.

Sincerely,

Financial Literacy Club

External Team:

Joseph Abbass (Vice President): jabbass@ualberta.ca

Mindy Tan (Director): mmtan@ualberta.ca

SPONSORSHIP FORM

Name of Company or Organization: _____

Primary Contact: _____

Address: _____ **Postal Code:** _____

Telephone: _____ **Email:** _____

✓	Level of Sponsorship	Contribution
	Gold	\$100

Method of Payment?

Note:

- If you would like to endorse a non-monetary sponsorship, please let us know.
- Transactions are final. No refunds.