

# CALL FOR CORPORATE SPONSORSHIPS



## 2022 IARFC NATIONAL FINANCIAL PLAN COMPETITION

The International Association of Registered Financial Consultants (IARFC®) is reaching out to corporate entities in the financial services industry to support their 2022 National Financial Plan Competition. The competition, available to universities nationally, challenges undergraduate students to craft a financial plan, the core of a consultant's practice, and submit their recommendations for judging.

### The Importance of the Competition

Analyzing data from a fictional family financial case narrative, the students work through a three part process that includes:

- Case narrative and plan development
- Plan presentation of recommendations
- Financial plan delivery.

The importance of this experience is to take lessons and concepts learned in class and apply it to real world scenarios.

Professors may use the competition as part of their curriculum or as an extra credit activity. Students walk away with an appreciation of plan development, interacting with clients, and providing professional service.

### Encouraging the NextGen of Consultants

The shrinking number of financial consultants equates to a shortage of up and coming professionals. A job outlook statistic from the Bureau of Labor Statistics sees a 7% faster than average growth in job outlook for 2018-28. This becomes an important statistic when attracting the next generation to a career in financial services. What better way to support an industry that encourages this career interest than to reach students at the collegiate level?

### Corporate Involvement

Corporate Sponsorship gains positive visibility and advertising. A short webinar that details Competition Phases and Sponsorship is available upon request.

*"As a Corporate Sponsor, you help our next generation understand how they can literally change peoples lives through proper financial planning. I encourage you to consider being part of our Competition!"*  
*...Rick Stanzione, RFC®*  
*US Chapter Board President*

### Corporate Sponsorship Levels Include:

- \$25,000 - Diamond
- \$15,000 - Platinum
- \$10,000 - Gold
- \$5000 - Silver

For more information on Corporate Sponsorship, contact Susan Cappa, Public Relations at (513) 424-1589 or [susan@iarfc.org](mailto:susan@iarfc.org)

Visit <https://www.iarfc.org/events/nfpc> for more information on the competition itself.

**A Message from Rick Stanzione, RFC® – US Chapter Board President** *"Corporate Sponsorship of future financial professionals is accomplished through supporting the IARFC National Financial Plan Competition. Exercises in "real world" scenarios prepare undergraduate students for working with clients as they start their careers. As a Corporate Sponsor, you help our next generation understand how they can literally change peoples lives through proper financial planning. I encourage you to consider being part of our Competition!"*



# NATIONAL FINANCIAL PLAN COMPETITION

Cincinnati, Ohio — April, 2022

## Corporate Sponsorship Opportunities

Take part in the IARFC National Financial Plan Competition as a Corporate Sponsor. This is a give back opportunity to help the NEXTGEN of collegiate undergraduates to develop the skills they need to perform in the Financial Services industry.

### SPONSOR LEVELS

VISIBILITY AND PROMOTIONS	Diamond	Platinum	Gold	Silver
Plan Competition Sponsor Award recognition during banquet	X			
Banner Advertisement on Plan Competition web page provided by sponsor (600 pixel x 110 pixel)	X	X		
Recognition during Plan Competition	X	X	X	X
Email Advertisement as Sponsor, campaign(s)	2	1	1	1
Logo recognition featured on Plan Competition web page and Competition live promotion	X	X	X	X
Advertisement recognition, in the <i>Register</i> magazine, 1 time	full page	1/2 page	1/3 page	
Logo recognition, in the <i>Register</i> magazine, during run duration of Plan Competition promotion	X	X	X	X
Advertisement recognition, in the <i>Journal of Personal Finance</i> , 1 time	full page	1/2 page	1/3 page	
Logo recognition in <i>Journal of Personal Finance</i> , during run duration of Plan Competition promotion	X	X	X	X
Media Release, Individual (personalized), General (pre-event release)	Individual	Individual	General	General
Cost	\$25,000	\$15,000	\$10,000	\$5,000

A percentage of Plan Competition Sponsorship proceeds are directly donated as monetary prize awards to the winning teams. Sponsorship opportunity promotions run duration: 12 months from the date payments are received. Promotions follow the IARFC advertising guidelines.