

## *Connecting to Reimagine* Money & COVID-19

### ■ GFLEC's Webinar Series to Unlock Ideas and Solutions from Thought Leaders Worldwide

The pandemic has ignited a global economic crisis that is devastating individuals and families, and leading to large-scale impacts on business and economic prosperity generally. Deeply rooted inequalities compounded by COVID-19 now put societal stability at further risk. That these issues must be addressed is a given; the question is how to find solutions that result in an inclusive recovery, ensuring improvements for all.

The Global Financial Literacy Excellence Center (GFLEC) invites you to be part of its new webinar series, ***Connecting to Reimagine: Money & COVID-19***, which focuses on bold ideas to recover from this crisis.

This series provides a forum in which decision makers and thought leaders from various sectors, with a shared vision for improving financial well-being around the world, can exchange knowledge and experience. Each monthly webinar interweaves proven research with the unique expertise of speakers on a specific topic, such as addressing financial fragility and resilience, building a framework for an inclusive recovery, fostering gender equality, and promoting retirement security. What you and the audience members learn will support your policy and programs as well as expand your understanding of how other decision makers are handling problems arising from the pandemic.

### ■ Benefits of Your Sponsorship

- Brand visibility and recognition of thought leadership role
- Social impact to help solve some of the most urgent issues facing our world
- Your organization co-moderates a webinar, depending on the sponsorship category
- Brand and logo recognition in communications before, during, and after each webinar
- Have related materials of your organization sent out in GFLEC's thank you message
- GFLEC corporate membership, depending on the sponsorship category
- Contribute to the discussion of webinar topics

*(Please see page 4 for more benefits)*

**An opportunity to join efforts to reimagine the future.**

*"We must reimagine the future. We cannot go back to what was considered normal before the pandemic because that normal was not good enough. We must reinvent policies and programs that help ensure an inclusive financial recovery for all."*



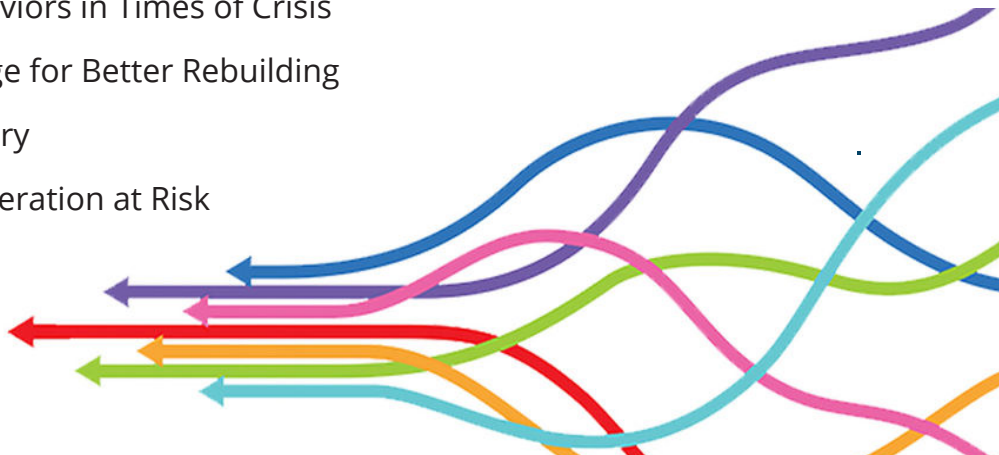
— Annamaria Lusardi  
Founder and Academic Director, GFLEC  
University Professor, The George Washington University

## ■ Who Is Attending?

- Leaders from the private sector interested in promoting financial well-being
- For-profit and non-profit leaders promoting the financial health of clients, employees, or targeted social impact groups
- Decision makers in policy and regulatory spheres working to improve financial security and financial well-being

## ■ Select Webinar Topics

- Navigating Retirement Security Through a Pandemic (October 27, 2020)
- Financial Literacy and Wellness Among Women (November 17, 2020)
- Financial Fragility During the Pandemic: The Path Forward (December 16, 2020)
- Crafting Policies that Address Inequality in Saving, Wealth, and Economic Opportunities
- Optimizing National Strategies for Financial Education
- Investor Knowledge and Behaviors in Times of Crisis
- Increasing Financial Knowledge for Better Rebuilding
- Designing an Inclusive Recovery
- Millennials: Buttressing a Generation at Risk



## Introducing our New Webinar Series

This new initiative will offer:

- The academic research about helping individuals and families become more financially knowledgeable and more financially resilient
- The insights that thought leaders gained from their programs and policies
- Discussions about policies and programs that organizations might implement to help those who have been economically impacted by the pandemic
- The ways to empower individuals to manage their money during COVID-19 and beyond
- Insights into the many financial impacts of this crisis on individuals and families globally, including the disproportionate effects on certain demographic groups

## ■ GFLEC and Its Global Reach

As the world's leading incubator for financial literacy research, policy, and solutions, GFLEC has been working to pioneer tools to measure financial literacy, develop and advise on educational programs, as well as craft policy guidelines aimed at advancing financial knowledge and wellness in the United States and around the world.

Since its launch in 2011 at the George Washington University School of Business in Washington, D.C., GFLEC has been expanding a strong global network of decision makers and thought leaders that will be part of the Connecting to Reimagine initiative. Some of our speakers are leaders from the private sector, policy making, non-profits, and the academia.

List of our speakers so far:

- **Chris J. Battaglia**, VP and Publisher, Pensions & Investments, and CEO, World Pension Summit
- **Dame Diana Crossan**, Former Retirement Commissioner, New Zealand
- **Dr. Maria Demertzis**, Deputy Director, Bruegel
- **Professor Elsa Fornero**, Former Minister of Labour, Social Policies and Equal Opportunities, Italy
- **Flore-Anne Messy**, Head of the Financial Affairs Division, OECD
- **Professor Peter Tufano**, Peter Moores Dean, Saïd Business School, University of Oxford
- **Marty Willis**, Senior Executive Vice President and Chief Marketing Officer, TIAA
- **Nicoletta Zappatini**, Managing Director, StormHarbour Securities

# Sponsorship Opportunities

Join in this thought leadership initiative by sponsoring this webinar series, which will have a U.S. and global exposure and will help your organization lead the way to an inclusive recovery.

	Benefits	Sole Corporate Sponsor	Platinum	Gold	Silver
Exclusivity	Exclusive corporate sponsorship	X			
	Industry sponsor exclusivity		X		
Participation	Opportunity to join two webinars as a co-moderator	X	X		
	Opportunity to join one webinar as a co-moderator	X	X	X	
Branding Recognition	Logo on the invitation and registration site	X	X	X	
	Logo on webinar's webpage series	X	X	X	X
	Logo on GFLEC's digital background to be used on webinars	X			
	Verbal thank you for the sponsorship during each webinar	X	X	X	
	Name recognition on invitation and registration site	X	X	X	X
	Listed as a sponsor in the live webinars and in the <u>recordings</u>	X	X	X	
	Mention on GFLEC's homepage banner that promotes each webinar	X	X	X	
	Mention in social media content as a sponsor	X	X	X	
	Logo on Thank-You note to attendees	X	X	X	
	Name recognition in thank you note to attendees	X	X	X	X
	Logo recognition as a <u>Supporter</u> on GFLEC's website	X	X	X	X
	Logo recognition on GW School of Business's website	X	X	X	X
Membership	<u>GFLEC membership</u> , which includes logo recognition in the e-newsletter, most mass communications, and the members' webpage	X	X	X	
	GW School of Business Dean's Corporate Council Membership	X			
	Total	\$100,000/ year	\$65,000/ year	\$35,000/ year	\$10k to \$5k/yr

For more details about the webinar series and sponsors benefits, please contact Kristen Burnell, GFLEC's Executive Director, at [kburnell@gwu.edu](mailto:kburnell@gwu.edu) or +1 (202) 731-9926.

Your sponsorship is tax-deductible.