



7TH ANNUAL

PLUTUS AWARDS

PARTNERSHIP OPPORTUNITIES

SEPTEMBER 24, 2016 · THEPLUTUSAWARDS.COM



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**PLUTUS
AWARDS**

**Celebrating the
best in personal
finance blogging!**

WHAT ARE THE PLUTUS AWARDS?

The Plutus Awards are accolades for the individuals, businesses, and new media entities that develop and provide the best products and services within the online personal finance community. We recognize the best of the best!

Because the community of independent financial publishers has grown exponentially over recent years, founder Harlan Luke Landes created The Plutus Awards to serve as an opportunity for those within the community to support one another and advocate for its place within the larger finance community.

IS THERE AN AWARDS CEREMONY?

The Plutus Awards Ceremony is key to the awards. Each year, the awards are presented during a live ceremony at *FinCon*, the world's largest financial content expo. Top influencers in the online personal finance media community attend *FinCon*, which makes it the ideal event to host The Plutus Awards Ceremony. The ceremony is a dynamic, live awards show format with a host and presenters. Live, on-line coverage of the ceremony is also provided.



AWARD CATEGORIES INCLUDE...

- Best Deals and Bargains Blog
- Best Debt-Focused Personal Finance Blog
- Best Designed Personal Finance Blog
- Best Educational Resource for Personal Finance
- Best Entrepreneurship Blog
- Best Financial Planner Blog
- Best Personal Finance Podcast
- Best Video/Multimedia Production for Personal Finance
- Blog of the Year
- Best Checking Account
- Best Bank Website
- Best Use of Social Media by a Financial Company
- Best Coupon App
- Best Fundraising Platform
- *And more!*



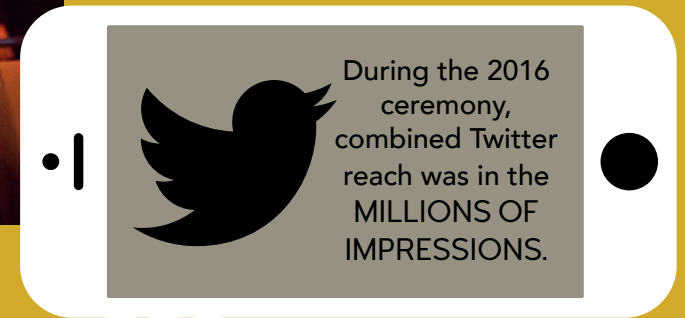


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Partnering with the 7th Annual Plutus Awards is one of the best ways to put **YOUR BRAND IN FRONT OF TOP INFLUENCERS** in the financial space, as well as reach the financial blogging community as a whole.



Winners and attendees routinely **SHARE LIVE** on social media, including Facebook, Twitter, Periscope, Snapchat, and more.



During the 2016 ceremony, combined Twitter reach was in the **MILLIONS OF IMPRESSIONS**.



Past winners and attendees are **HIGH PROFILE BLOGGERS AND JOURNALISTS, PODCASTERS AND VIDEOGRAPHERS**, including Pat Flynn, Derek Halpern, Ramit Sethi, Farnoosh Torabi, Jean Chatzky, Gerri Detweiler, and more.

Celebrating the best in personal finance blogging!

PREVIOUS PARTNERS INCLUDE:



Experian



Fidelity INVESTMENTS

Scottrade



State Farm™



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PLUTUS AWARDS CEREMONY HEADLINING PARTNER

Exclusive: \$19,500 **SOLD**

Front and center at the Plutus Awards Ceremony, which is lived tweeted, recorded and shared with financial industry influencers all over the world.

- In conference materials: "Plutus Awards presented by Company Name"
- Logo displayed on screen at the ceremony
- Opportunity to address FinCon attendees for up to two minutes, from the stage, at the beginning of the ceremony
- Opportunity to provide at least 4 awards presenters throughout the ceremony
- Opportunity to provide signage at the ceremony and a photo backdrop for winner pictures
- Opportunity to distribute information and/or gifts to the audience at the ceremony
- 10'x8' Exhibitor Booth in the FinCon Expo Hall
- Pro Networking Table
- 4 FinCon passes for staff, partners, or clients
- Mention in press releases related to the Plutus Awards
- Logo displayed on the Plutus Awards web site
- Logo displayed on finconexpo.com sponsor page and FinCon Connection magazine/agenda
- Mentioned by Plutus Awards social media pages, and mentioned with hashtags #FinCon16 and #Plutus16
- Prominently featured as part of at least one Plutus Awards tweet chat
- Profile on the Plutus Awards web site



PLUTUS AWARDS PRODUCING PARTNER

Limit 3: \$6,500 EACH **2 AVAILABLE**

New opportunity available to partners who want a recognized presence at the Ceremony.

- Logo displayed on screen at the ceremony
- Opportunity to provide 1 awards presenters during the Plutus Awards
- Opportunity to distribute information and/or gifts to the audience at the ceremony
- Opportunity to include items for the award winner gift bags
- Pro Networking Table
- Logo displayed on the Plutus Awards web site
- Logo displayed on finconexpo.com sponsor page
- Mentioned by Plutus Awards social media pages, and mentioned with hashtags #FinCon16 and #Plutus16
- Profile on the Plutus Awards website
- Recognized as sponsor of 1 of the major trophy awards -- Lifetime Achievement, Blog of the Year, or People's Choice (first come, first serve)

For more information or to secure a partnership, contact
Miranda Marquit at mirandamarquit@gmail.com.



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PLUTUS AWARDS COCKTAIL HOUR

Exclusive: \$2,000 **AVAILABLE**

Plan and present the Plutus Awards Happy Hour prior to the Ceremony. Mingle with FinCon attendees either before the show as you provide a Happy Hour conference-goers can enjoy as part of the Plutus Awards experience. You are required to make all arrangements related to the Happy Hour, which can take place from 6:30 to 7:30 pm, just prior to the Ceremony.

- In Conference materials: "Happy Hour hosted by Company Name"
- Opportunity to provide at least 2 awards presenters during the Plutus Awards ceremony
- Mention in FinCon blog post about the event
- Mention in press releases related to the Plutus Awards
- Logo displayed on the Plutus Awards website
- Mentioned by Plutus Awards social media pages, and mentioned with hashtags #FinCon16 and #Plutus16

ALTERNATIVE: For \$16,000 we will plan the cocktail hour and take care of everything.



PLUTUS AWARDS WINNER GIFT BAG PARTNER

Exclusive: \$10,400 **AVAILABLE**

Winners often snap pictures of their prize bags. You have the chance to get your company logo featured by influencers on their social accounts, as well as have them carried around in the "real world."

- Credit with providing high-quality bag for the winners, with your logo appearing on the bags along with the Plutus Awards logo
- Credit with the inclusion of a high-quality gift worth at least \$65
- Opportunity to provide 1 awards presenter during the Plutus Awards ceremony
- Logo appears on the Plutus Awards website
- Mention in press releases related to the Plutus Awards
- Logo displayed on the Plutus Awards web site
- Mentions by Plutus Awards social media pages, and extra mentions with hashtags #FinCon16 and #Plutus16

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Miranda Marquit at mirandamarquit@gmail.com.



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PLUTUS AWARDS MEDIA PARTNER

Exclusive: \$5,000 **AVAILABLE**

Interact with the FinCon community throughout the Plutus Awards season. The Plutus Awards website is the online hub for the Awards. Visitors vote, receive announcements about the Plutus Awards, and share ideas during the season, and you can be front and center for each visitor to the website.

- Opportunity to provide at least 2 awards presenters during the Plutus Awards ceremony
- Logo prominently featured on the Plutus Awards website as the Media Partner
- Mention in press releases related to the Plutus Awards
- Extra mentions by Plutus Awards social media pages, and extra mentions with hashtags #FinCon16 and #Plutus16



PLUTUS AWARDS TROPHY PARTNERS

Limit 20: \$300 EACH **15 AVAILABLE**

Show your appreciation and support for influencers by providing a trophy. Many winners take pictures of their trophies to share with their followers.

- Mention on the Plutus Awards website and in social media with hashtags #FinCon16 and #Plutus16
- Company name appears on trophy presented to winners (categories claimed on a first come, first serve basis; Lifetime Achievement, People's Choice and Blog of the Year not included)
- Mention during the ceremony during the presentation of the sponsored trophy



PLUTUS AWARDS GIFTS

35 QUALITY GIFTS, MARKET VALUE: MIN. \$20 EACH

Provide a quality gift for Plutus Awards winners. **AVAILABLE**

The gift you provide for the Plutus Awards winners must be different to what you provide general FinCon attendees. You must transport the gift to FinCon, where a Plutus Awards committee member will receive the gifts.

Plutus Awards Gift Sponsors will receive mention on the Plutus Awards web site, as well as mention in social media with hashtags #FinCon16 and #Plutus16.

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Miranda Marquit at mirandamarquit@gmail.com.