



PLUTUSTM
FOUNDATION

PARTNERSHIP OPPORTUNITIES

THE PLUTUS AWARDS
PLUTUS VOICES
PLUTUS IMPACT SUMMIT
THE PLUTUS AWARDS PODCAST



PLUTUSTM
AWARDS

**Celebrating
Excellence in
Financial Media**

WHAT ARE THE PLUTUS AWARDS?

The Plutus Awards are accolades for the individuals, businesses, and new media entities (blogs, podcasts, video channels, etc.) that develop and provide the best products, services, and content within the online financial media community. We recognize the best of the best!

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

Thousands of submissions and nominations are judged by a panel of peer experts to determine the finalists and winners.

IS THERE AN AWARDS CEREMONY?

The Plutus Awards Ceremony is the highlight of the awards season. Each year, Plutus Awards are announced and presented during a live ceremony at FinCon, the world's largest financial content expo. Top influencers in the financial media community attend the ceremony, which is a dynamic, live awards show format with hosts, presenters, and entertainment. The ceremony is also broadcast live online.



AWARD CATEGORIES INCLUDE...

- Best Entrepreneurship Blog or Podcast
- Best Financial Independence Blog or Podcast
- Best Student Loan/Student Debt Blog
- Best Savings Account
- Best Banking Website
- Best Use of Social Media
- Best Finance Blog for Women
- Best New Personal Finance Book
- Best Financial Planner Blog
- Best Checking Account
- Best Personal Finance Management App
- Podcast of the Year
- Blog of the Year
- *And many more!*





PLUTUSTM
AWARDS



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Partnering with the Plutus Awards is one of the best ways to put **your brand in front of top influencers** in the financial media, as well as reach thousands of bloggers, podcasters, financial planners, and video producers.



The Plutus Awards and our followers routinely share

social media content throughout the year, including branded content by or for our partners, but the awards ceremony is the main event, where our partners are center stage. The ceremony is live streamed and shared by our attendees and fans. Reach throughout the season is in the **tens of millions**.

As a partner, you're in great company. Here are some of our previous partners.



Past Plutus Awards winners and attendees represent the most influential individuals in the independent financial media. These are **high-profile bloggers, podcasters, journalists, and video producers**, including Pat Flynn, Tori Dunlap, Ramit Sethi, Farnoosh Torabi, Jean Chatzky, Angela Rozmyrn, Julien and Kiersten Saunders, and more.



PARTNERSHIP OPPORTUNITIES



PLUTUS AWARDS CEREMONY PRESENTING PARTNER (HEADLINING)

EXCLUSIVE: \$35,000

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

- Title sponsorship in all materials online and in print: **“The 13th Annual Plutus Awards Presented by Company Name.”**
- Logo displayed onscreen at ceremony and in all video material produced for the 13th Annual Plutus Awards, prior to, during, and after the ceremony.
- Opportunity to address Plutus Awards Ceremony attendees, for up to two minutes, from the stage at the ceremony.
- Opportunity to present a video ad at the ceremony.
- Sponsorship of the major awards at the ceremony (Blog of the Year, Podcast of the Year, Video Channel of the Year, People’s Choice).
- Opportunity to provide a presenter for the four sponsored award categories.
- Social media campaigns throughout the awards season (January through December).
- Logo and sponsor profile posted on the Plutus Awards website.
- Full-page ad in Plutus Awards program.

THE PRESENTING PARTNER HAS THE OPPORTUNITY FOR HIGHER EXCLUSIVITY BY INCLUDING THE ENTERTAINMENT AND MEDIA PARTNERSHIPS LISTED BELOW FOR A COMPLETE PACKAGE PRICE OF \$65,000. THE GREEN CARPET AND GALA ADD-ONS ON THE FOLLOWING PAGE WILL BE INCLUDED AND THERE WILL BE NO ADDITIONAL PRODUCING PARTNERSHIPS.



PLUTUS AWARDS CEREMONY ENTERTAINMENT PARTNER

EXCLUSIVE: \$20,000

- Sponsorship in all materials online and in print: **“Entertainment Sponsored by Company Name.”**
- Logo displayed onscreen at ceremony.
- Featured “teaser trailer” video production prior to ceremony.
- Sponsorship of an available award category at the ceremony.
- Opportunity to provide a presenter for sponsored award category.
- Social media campaigns throughout the awards season (January through December).
- Logo and sponsor profile posted on the Plutus Awards website.
- Full-page ad in Plutus Awards program.



PLUTUS AWARDS CEREMONY MEDIA PARTNER

EXCLUSIVE: \$15,000

- Logo displayed onscreen at ceremony.
- Branded social media and press campaigns throughout the season.
- Logo and sponsor profile posted on the Plutus Awards website.
- Full-page ad in Plutus Awards program.



13TH ANNUAL
PLUTUS
AWARDS

PARTNERSHIP OPPORTUNITIES



PLUTUS AWARDS CEREMONY PRODUCERS

PRODUCER: BRONZE LEVEL (4 opportunities available at \$749)

- Recognition in Plutus Awards Program, on Plutus Awards website, and at ceremony.

PRODUCER: SILVER LEVEL (2 opportunities available at \$1,499)

- 1/4 page ad in Plutus Awards Program
- Logo on Plutus Awards website and at ceremony.

PRODUCER: GOLD LEVEL (1 opportunity available at \$2,499)

- 1/2 page ad in Plutus Awards Program
- Logo on Plutus Awards website and at ceremony.

PRODUCER: PLATINUM LEVEL (1 opportunity available at \$4,499)

- Full-page ad in Plutus Awards Program
- Logo and featured post on Plutus Awards website.
- Logo at ceremony.



PLUTUS AWARDS CEREMONY PARTNER ADD-ONS

The following add-ons are available with any of the partnerships.

CATEGORY TROPHY SPONSORSHIP (\$449)

- “Best Investing Blog Presented by Company Name” in all material.
- Twenty (25) categories available in total.
- Contact us for availability — also available separately.

GREEN CARPET / WINNER CIRCLE SPONSORSHIP (\$1,499)

- Pre-show event with logo backdrop, recorded interviews with attendees.
- Photographs with the winners at the ceremony.

GALA SPONSORSHIP (\$2,499)

- Opportunity to plan a pre-show cocktail hour or after-show party.
- Cost of food and drink not included.

For more information or to secure a partnership, contact Harlan Landes at harlan@plutusawards.com. You can also order trophy sponsorships online at www.plutusawards.com/partner.

PLUTUS VOICES

What is Plutus Voices?

2022 tour includes...

Detroit
Portland
Orlando
New York City
Los Angeles
Philadelphia

National Partnership \$30,000

Local Partnership \$5,000

Patrons

Any amount starting at \$250
or in-kind donations of venues,
snacks, and other items that make the
event a memorable experience.

Contact harlan@plutusvoices.com
for more information.

Visit plutusvoices.com.

Plutus Voices is a series of networking and learning events for the financial media focusing on important topics and techniques for engaging audiences.

The topics focus on having an impact with an audience, and the events are designed to be intimate and engaging.

Previous topics include Mental Health and Personal Finance, Having an Impact in Underserved Communities, Financial Independence and Women, and Transparency.

Partners are given the opportunity to network with and address the most engaged financial influencers in cities throughout the United States, with plans for the program to extend globally in the near future.

- » Social media and website acknowledgment and amplification
- » An opportunity to network and participate in discussions
- » An opportunity to address the participants alongside speakers
- » Inclusion of sponsor materials in video and other content released after the event
- » Acknowledgment and material in an email marketing campaign
- » Cooperation in the development and planning of the event





JULY 22-23, 2022 Virtual Event

Example agenda from 2021:

Day 1: Focus Business

Whose Brand Is It Anyway? Creating and Maintaining Your Brand

From BS to Business Model: Show Me the Money

Fireside Chat with Ramit Sethi

Day 2: Focus Community

Your Audience and Your Community: Why the Difference Matters

Mission Control: Grow Your Community Around a Purpose

Paramount with Natalie Torres-Haddad

Both days include welcomes and a special session with Jason Vitug to start the day, networking, meetups, and special activities.

Contact harlan@plutusfoundation.org
for more information.

Visit plutusimpact.com.

INDEPENDENT FINANCIAL MEDIA: BUILD YOUR COMMUNITY, BUILD YOUR BUSINESS.

ABOUT THE PLUTUS IMPACT SUMMIT

The Plutus Impact Summit is an event for financial authors, podcasters, bloggers, speakers, teachers, and influencers -- all content creators or those associated with content creation aligned to the topic of money.

Expected attendance: 200 to 500 highly-engaged financial content creators with a combined reach in the tens of millions.

The purpose of the event is to network and learn about having a bigger impact on the financial lives of our audiences.

The conference topics include...

- the mindset of a successful content creator
- the tools necessary for being effective
- tips, tricks, and resources for producing better content

For the community, we also provide a number of opportunities for networking and community meetups as well as exposure to our partners.

HEADLINE PARTNERSHIP \$40,000 exclusive

- Title sponsorship in all materials online and in print: **"The Plutus Impact Summit Presented by Company Name."**
- Social media marketing and paid advertising
- Press releases
- Web site listing including event landing page and registration form
- Email marketing and messaging to attendees
- Logo visibility during entire event and on marketing/press materials
- Participation in moderated panels
- Welcome message from Company representative (live or via video)
- Presence at all networking opportunities
- Video ad opportunities on both days
- Acknowledgment during introductory messages and activities

PRODUCING PARTNERSHIP \$5,000

- Presence in event's sponsor center
- Logo visibility during event and on marketing/press materials
- Email marketing and messaging to attendees
- Acknowledgment during introductory messages

SPEAKERS & FEATURED GUESTS





OPPORTUNITIES

Series Underwriter

The Plutus Awards will produce a series of episodes with exclusive mention of your company in all marketing for the series as well as advertising spots within each episode, 20 seconds of ad for every 10 minutes of content plus host mentions/thanks. Total cost depends on the number of episodes within the series, and planning the series is collaborative. **Starts at \$20,000.**

Episode Sponsor

20 seconds of ad for every 10 minutes of content plus host mentions/thanks. Episodes are generally 25-35 minutes long. **\$2,500.**

Advertiser

20 seconds of ad. **\$1,000.**

Option: The Plutus Awards media team will record and produce your audio ad for free.

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ABOUT THE PODCAST

The Plutus Awards Podcast is a program supported by the Plutus Foundation whose mission is to provide resources to financial authors, podcasters, video creators, and influencers — anyone in the financial media community.

The Podcast satisfies this mission by featuring interviews with some of the most successful in this community, where they share their tips, strategies, and stories.

Many of the Podcast's special guests have been Plutus Awards finalists and winners in the past. The guests reflect the diversity that is found within the community of influencers and producers.

The Podcast is distributed on all popular channels including Apple Podcasts, Stitcher, Spotify, Google Podcasts, and Radio Public.

SPECIAL GUESTS

The Plutus Awards attract the biggest names in the financial influencer community.



ABOUT MICHELLE JACKSON, PODCAST HOST



Michelle Jackson is the award winning host of "Michelle is Money Hungry." Thoughtfully holding financial conversations leading with change and equity in mind. You can find her roaming around Colorado during her down time.



STATS AND DEMOGRAPHICS

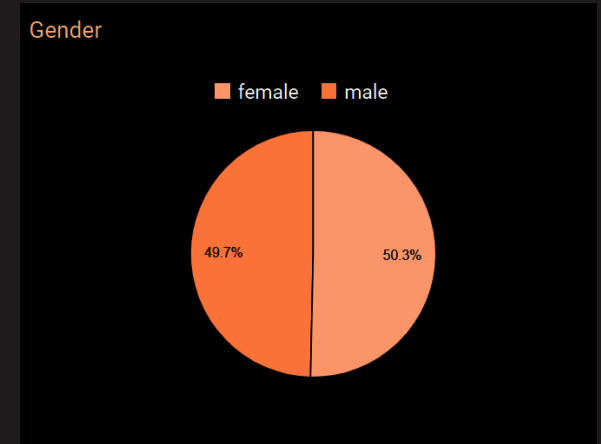
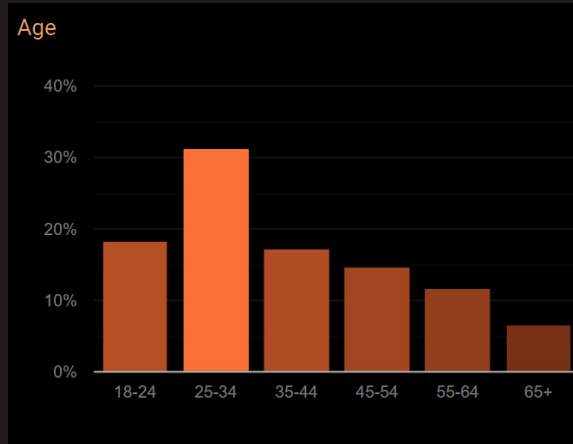


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STATS AND DEMOGRAPHICS

The Plutus Awards Podcast audience is the the highly-engaged community of independent financial influencers, a diverse group that looks to the Plutus Awards for advice and strategies from the best content creators.

The Plutus Awards is well established (over ten years) within this community for representing the highest echelon of quality and implicit trust. The limited number of brands that are associated with the Plutus Awards therefore receive a strong reputational benefit.



RELEVANT LINKS

Podcast Home and Subscription Options
<https://plutusawards.com/podcast/>

Podcast Logo and Graphics
<https://plutusawards.com/podcast-media/>

Partnerships
Harlan Landes, executive director
harlan@plutusawards.com

General inquiries
podcast@plutusawards.com
(844) 4-PLUTUS

AUDIENCE POTENTIAL

With the relaunch of the Plutus Awards Podcast, we have the potential to reach an audience in the millions.

We are building on our own platform, with an email marketing list of 13,000 and 215% year-over-year growth in website traffic. However, we also have the advantage of working with guests whose audience numbers total in excess of 10 million, including millions of podcast downloads a year.