



K-12 Sponsorship Toolkit

Connect. Educate. Inspire.



An unmatched opportunity to engage, educate, and inspire students in a trusted, distraction-free classroom setting.

At Everfi, we connect businesses to schools and communities that are hungry to learn. Acting as a trusted partner and guide, we deliver financial education and essential life skills education that meets demonstrated needs and forges deep connections between the private sector and the communities they serve.

Everfi can help your organization:

- Drive meaningful brand awareness and engagement
- Facilitate meaningful connections between your employees and young people
- Cultivate relationships with the next generation
- Fulfill regulatory requirements (e.g. Community Reinvestment Act)

Learn why forward-thinking companies and organizations across industries trust Everfi to deliver critical education to K-12 students on their behalf.

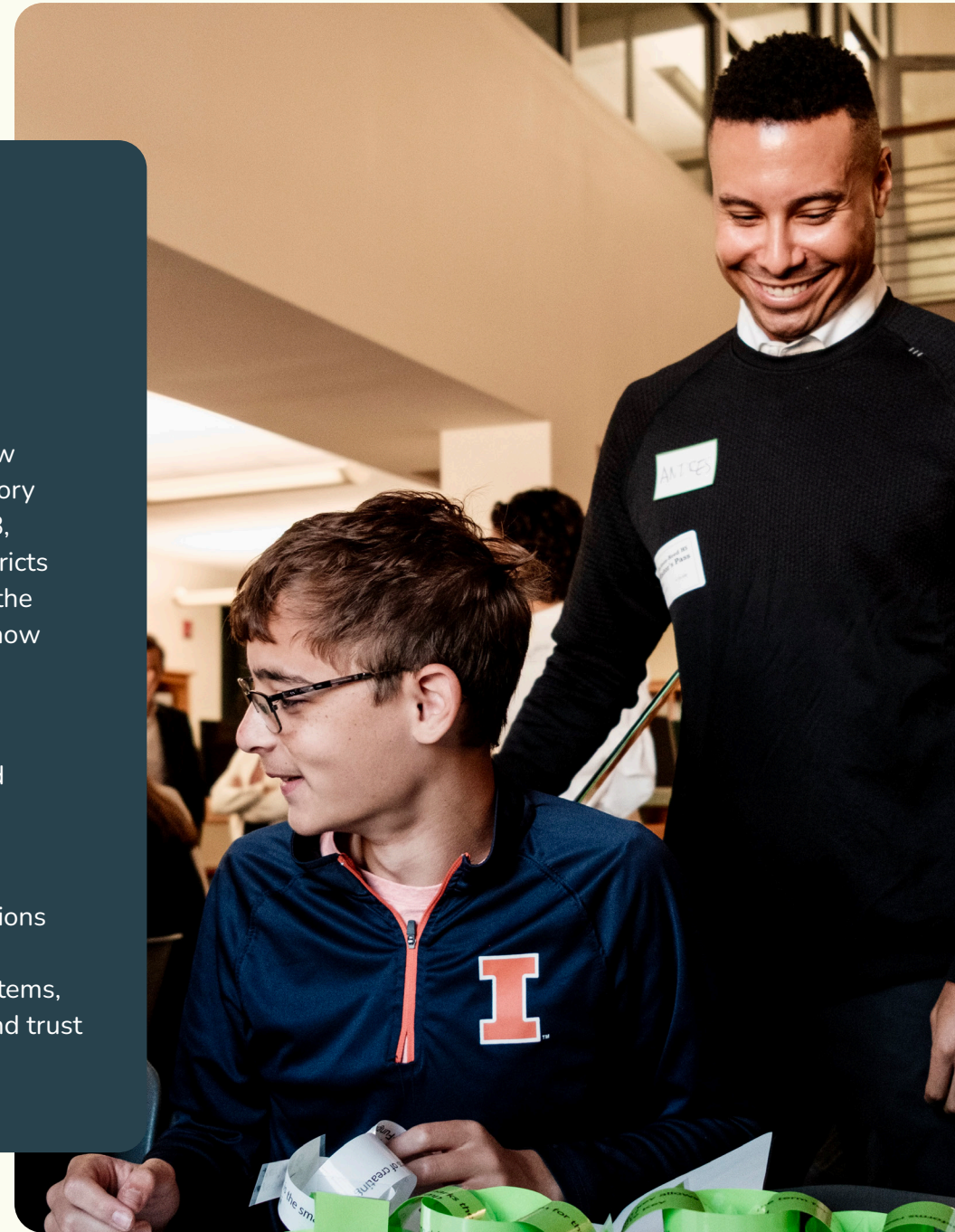
Trust at the Core

Leading brands consistently choose Everfi to help them reach new audiences to increase brand awareness, build trust, fulfill regulatory requirements, and make a lasting impact on students. Since 2008, we have built a trusted ecosystem of educators, schools, and districts that rely on our educational content to equip their students with the personal finance and essential life skills they need for success—now and in the future.

Our team ensures compliance with state and local standards with careful attention to how to appropriately connect your brand with students.

Is Tapping into the Student Market on Your Radar?

By partnering with Everfi, your brand can create genuine connections with the next generation and leave a meaningful impact on the communities you serve. We simplify navigating public school systems, granting you access to engage effectively and build stronger brand trust and visibility.



46+ million

student learners have taken our K-12 courses

How Data is Validated

Our students are actively involved in the data validation and analysis process. The tasks of operations they perform depend on the needs of the data.

Click each card to learn more.

Data Type

This validation process ensures that the data is in the right format for the application before saving.

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Data Formatting

Formatting is a standard part of data analysis and reporting. It organizes data into a format that is easy to read and understand.

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Data Consistency

Consistency is an important part of data analysis. It ensures that the data is accurate and reliable.

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Next

Auto Insurance

Use the compare button to review the features of each insurance policy. Select one insurance policy to continue.

Aki's Details

Age: 23
Job: Freelance Marketing Writer
Location: City

Car location: Street parking
Car history: No accidents, two speeding tickets
Car type: Older SUV with limited safety features

Compare

Monthly Budget

\$1,200.00

Total Spent \$0.00

Select one insurance policy to continue. *

Medium cost auto insurance \$212

Highest cost premium auto insurance \$200

Lowest cost auto insurance coverage \$140

Benito's Lunch

Select one item from each friend's food to split with Khadija.

Picadillo with rice
A dish made from beef, tomatoes, olives, and onions

Fried plantains
Plantains are a fruit that look similar to bananas

Yogurt parfait
Yogurt (flavored) mixed layered with berries

Heath's chips
Corn tortilla chips seasoned and flavored with cheese

Submit

Khadija's Lunch

Make sure she has a balanced lunch!

- Protein
- Dairy
- Vegetables
- Fruit
- Grain

Everfi's Unmatched K-12 Network

6.5+ million

Student learners last school year

44,700+

educators used Everfi's courses last school year

8,400+

school districts used Everfi's courses last school year

21,700+

K-12 schools used Everfi's courses last school year

47%

of these schools serve low- to moderate-income (LMI) communities

Proven Efficacy

Everfi's courses are proven to increase student knowledge and positively change students' attitudes and behaviors. Findings from a two-year study of the efficacy of financial education on middle school students by the University of Massachusetts Donahue Institute (UMDI) affirm significant knowledge gain in the subject matter. Researchers also found significant and consistent gains in financial knowledge for all students, regardless of demographics including race, age, gender, school year, and socio-economic status. Additionally, Everfi courses have earned multiple Every Student Succeeds Act (ESSA) evidence badges demonstrating promising evidence that the material has a positive impact on students.

K-12 School Sponsorship: Core Elements

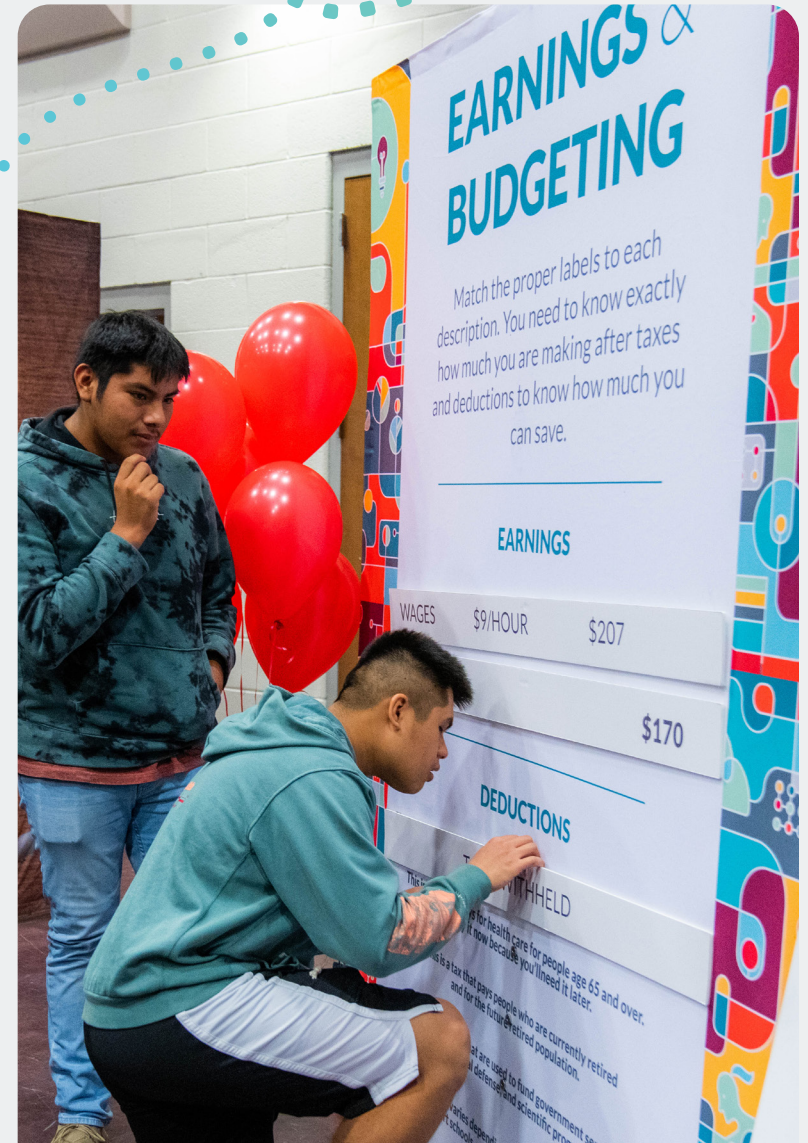
Whether you are focused on building brand affinity and building trust with current and future customers, or finding unique volunteer opportunities for your employees, Everfi's sponsorship model is positioned to support your unique business goals, while also providing life-changing educational experiences for students. We will create a unique sponsorship package that aligns to your goals, pulling from the components below:

01 Digital Education

02 Brand Engagement

03 Course Activation

04 Impact Data



Maximize Classroom Engagement with Tailored Brand Integrations

Build brand awareness, brand affinity, and trust while making a life-changing educational impact on students. Stay ahead of the competition by owning the school channel.

49

minutes spent by students on average consuming course content during school year 2023-24

44%

of students engaged with calls to action when presented in the digital learning experience

6.5+ MILLION

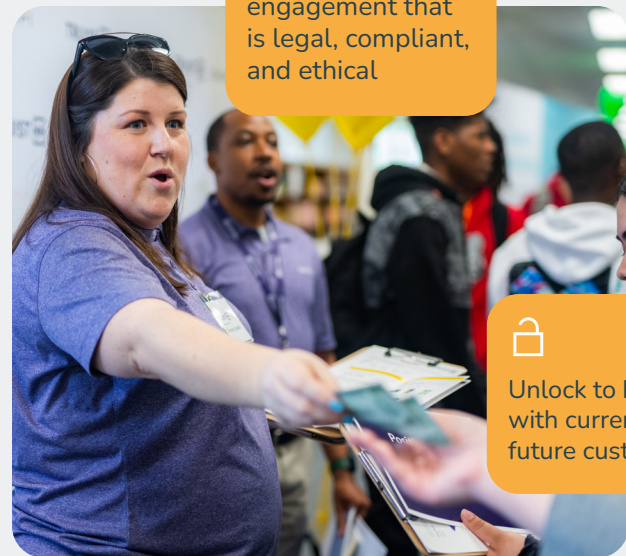
student learners during school year 2024-25



Your brand, front and center in the classroom



Effective engagement that is legal, compliant, and ethical



Unlock to build trust with current and future customers



To learn more visit
everfi.com/sponsorship