<<CONTACT NAME>>
<<TITLE>>
<<SCHOOL NAME>>
<<SCHOOL ADDRESS>>

<<DATE>>

Dear Principal <<LAST NAME>>,

I am pleased to inform you that [sponsor name] is proudly sponsoring the *Financial Scholars Program* for your school. Through this partnership, we have committed to bringing the Marketplaces: Investing Basics program to your school, and provide your students with access to a cutting-edge curriculum that will enable them to learn how markets work and give them the confidence to participate in it. We have made this investment because of our commitment to support, respect and improve the quality of life in the diverse communities where we live and do business.

Marketplaces: Investing Basics, sponsored by [sponsor name], is a 5-lesson program, each lasting 10-20 minutes, that can be smoothly integrated into your curriculum. The content covers financial markets and exchanges, the economy and government, bringing a company to the individual public offering stage and personal investing. The program also tracks individual student progress and knowledge gains through pre- and post- assessments.

Our partnership goal is to provide as many students as possible with access to this financial literacy program to understand how the markets work and how to participate in them for long-term wealth creation. With that aim in mind, we hope that you will consider helping us expand the usage of this new program into your school.

The team at EVERFI and [sponsor name] looks forward to working with you to best leverage this partnership and prepare for a successful school year. Please expect follow up from **<<SM NAME>>** at EVERFI in the coming weeks, and we hope to find time to discuss this opportunity with you further.

Best Regards,
<<SPONSOR CONTACT NAME>>
<<CONTACT TITLE>>