

Through the power of live rock, intriguing personal stories and cautionary tales of celebrities, **FUNDING THE FUTURE** presentations inspire students to see practical finance management as key for achieving their dreams.

Students from lower-income and "un-banked" families are especially at risk for falling into recurring debt cycles with long-term consequences. Lead singer Gooding not only exposes the truth behind predatory lending and credit card debt but also dispels the hype of overnight success in sports, music, and acting.

TOPICS COVERED

- Following your passion
- Importance of self-reliance
- Positive influence of education and community mentors
- General financial Literacy
- Pitfalls of predatory lending and pay day loans
- Creating a financial savings and investment game plan
- Debunking the myth and hype of overnight success
- Managing the rise in expenses as income increases
- Lessons learned from a life in the music business

PROGRAM COSTS TO SCHOOLS

In many cases, schools and/or school districts have budgets to present special programs that encourage financial literacy among students. Our programs are provided at no, or low, cost to schools that do not have a budget for this type of event.

FTF works with each school or school district to determine ability to support the program. **FTF** determines the financial circumstance of each school, and supplies funding as needed to ensure that all schools have equal access to financial literacy education. **FTF** believes that educating students about financial habits and management is essential to a sound, responsible, financial future for all students.

CHARITABLE ORGANIZATION

FUNDING THE FUTURE is in the process of becoming a 501C(3) charitable organization, to which contributions will be tax-deductible to the extent permitted by law. Until the process is complete, **FTF** is partnering with other 501C(3) organizations to allow current donations to be tax deductible. Both individual and corporate donations are welcome and encouraged.

"Their method, delivery and message is timely and important and they give it in just the right way - never preachy or academic - just real."

-Mark Gordon, Wyoming State Treasurer & Former Director of Federal Reserve Bank, Kansas City

"A very unique, effective way to educate kids... a rock band that speaks to financial responsibility and its importance! Gooding reaches students that a 'coat and tie' can't!"

-Steve Lovas, Regional President
US BANK

Gooding and his band were a HUGE hit at our school. He combines a very down-to-earth message with humor and sincerity. Very relevant but still a lot of fun. Our students were immediately able to relate to him. We will definitely have him back.

-Noel Friedline, Lecturer in Music,
University of North Carolina, Charlotte

The kids all LOVED it! You made quite an impression. They can't wait to hear more!

-Lisa Lynch, Band Director,
Powder River High School,
Broadus, MT



SPONSORSHIP OPPORTUNITIES

GOODING is currently seeking sponsorship and co-branding opportunities for its national 2014 Financial Literacy Tour. This live show and multi-media presentation has a proven track-record for reaching middle school, high school and college students about financial responsibility. As a sponsor of **FTF** your brand will benefit from:

- Creating trust and instant "street cred" among students. Gooding's proven ability to connect with students through his music and personal charisma builds loyalty for the brand/services which support him.
- Complementing your current community/student/Gen Y marketing efforts. Promotion of your brand through **FTF**'s alternative and influential program increases brand recognition in the general marketplace.
- Acquiring customers at a young age. Brand loyalty becomes more difficult to sway as a consumer ages, **FTF** is an ideal opportunity to establish a positive connection to young consumers.
- Increasing brand awareness at home. American children influence their parents purchasing decisions more than ever before. Students will take their excitement from **FTF** home to parents.
- Customizing the promotional program to each market. Flexible levels of support within the program may include banners, brochures, shout-outs during the program, promo CD's, and other media opportunities.

"Gooding's message has more potential to impact and influence masses of young people than any financial literacy lesson in our curriculum. His 'cool factor' cannot be matched by any ordinary teacher, preacher, parent or banker. His message is sincere, void of any pretension and potentially life changing. I can't wait for my own children to learn from him!"

-Michele DeHoff, Assistant Vice President,
Cheyenne Business Banking Relationship
Manager, US BANK

Gooding was awesome! The music and prestige of the band hooked the students from the beginning, so when the message was presented, they were attentive and excited. They enjoyed themselves and walked away with a better understanding of financial literacy and how it affects their lives. I HIGHLY recommend having Gooding present to your students.

-Christie Radford, Assistant Principal/
Curriculum-Testing Director,
Goddard High School, Kansas

I am very thankful to have had the opportunity to work with GOODING on their Financial Literacy Concert Tours in the Wichita area. The tour is a great way to partner with local schools and reach out to students about making smart financial decisions for their future. The music gets students excited and interested, and Gooding does a great job of relating to students when talking about how the choices they make financially will help lead to success. I've been amazed at the quality of questions coming from students at the end of each show and the follow up comments and questions seen on social media. The tour truly is making an impact on many lives.

-Stacy Mahanay, Youth & Education Coordinator,
Credit Union of America

