



Women & Money

UNLOCKING YOUR FINANCIAL FUTURE

November 6, 2025
Exploration Place - Wichita

Sponsorship Information



AD ASTRA PER ASPERA
Kansas
Steven Johnson
State Treasurer



Event Overview

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ABOUT

Women & Money is an initiative of the Kansas Financial Empowerment Foundation, hosted by the Kansas State Treasurer. This conference is dedicated to empowering Kansas women by providing critical financial information, valuable resources, and opportunities to connect with mentors and peers. Through expert-led discussions and interactive sessions, attendees gain the tools they need to take control of their financial future.

AUDIENCE

Women & Money is designed for Kansas women at all stages of life—whether they are just starting their financial journey, navigating career advancements, planning for retirement, or seeking financial independence. The conference welcomes women from all backgrounds and financial situations, reinforcing that it's never too early or too late to learn about personal finance.

BENEFITS

Sponsors of Women & Money gain direct access to a highly engaged audience seeking financial knowledge and empowerment. Attendees will benefit from insights shared by expert panels, tailored breakout sessions, and headline speaker Jean Chatzky who will deliver actionable financial advice. Sponsors will have the opportunity to align their brand with financial literacy, connect with potential clients, and demonstrate their commitment to supporting women's financial success.

Featured Guests

Jean Chatzky



Felicia Rolfe



Keynote Speaker Jean Chatzky

Jean Chatzky is the founder and CEO of HerMoney, as well as the coaching programs FinanceFixx and InvestingFixx. She's the host of the podcast "HerMoney With Jean Chatzky" and appears on the PBS TV show Opportunity Knock\$. Jean is a columnist for AARP, and an education fellow for The Alliance for Lifetime Income. She was also the Financial Editor on NBC's Today Show for 25 years. Jean is an award-winning journalist and broadcaster, a New York Times and Wall Street Journal best-selling author, and a fierce advocate for financial literacy. Her latest books include Money Rules, Women with Money, and How To Money. Find her at HerMoney.com or @JeanChatzky everywhere.

Master of Ceremonies Felicia Rolfe

Felicia Rolfe is the morning news anchor for KWCH Channel 12 in Wichita. She grew up in Wichita and attended Wichita State University. Felicia began her career at KTKA in Topeka, Kansas. She joined KWCH in 1998 as a general assignment reporter, and was the morning anchor at KWCH before moving to Texas. Felicia dedicates a lot of her time doing volunteer work for various community organizations and mentoring local youth. When Felicia isn't working in the community, she enjoys spending time with her husband and two daughters.

Event Schedule

8:00-8:30AM	Registration & Breakfast
8:30-9:00AM	Welcome
9:00-10:30AM	Mainstage Panel & Keynote
10:30-11:30AM	Breakouts
11:30-1:00 PM	Lunch, Vendor visits & Q&A Panel
1:00-2:00PM	Breakouts
2:00-3:00PM	Closing Speaker, Survey, & Giveaways
3:00-4:00PM	Optional networking event



Sponsorship Levels

Support Kansas women on their journey to financial empowerment while elevating your brand. As a sponsor, you'll connect with an engaged audience, gain valuable exposure, and showcase your commitment to financial literacy.

Explore our sponsorship levels and be part of this impactful event!

Sponsorship contribution must be received by September 15, 2025, to be recognized at the event.

TITLE SPONSOR \$25,000

- Participate in panel discussion
- Introduce panel speakers from the stage
- Full page ad in conference program with premium placement
- Listed on Women&Money site with logo
- Logo included in videos from event
- Reserved exhibit table
- Prominent onsite signage & recognition
- Logo on conference program
- **Limited to one sponsor**

PLATINUM \$15,000

- Introduce general session speakers from the stage
- Full page ad in conference program
- Listed on Women&Money site with logo
- Logo included in videos from event
- Reserved exhibit table
- Onsite signage & recognition
- Logo on conference program

GOLD \$10,000

- Half-page ad in conference program
- Listed on Women&Money site with logo
- Logo included in videos from event
- Reserved exhibit table
- Onsite signage & recognition
- Logo on conference program

SILVER \$5,000

- Listed on Women&Money site with logo
- Logo included in videos from event
- Reserved exhibit table
- Onsite signage & recognition
- Logo on conference program

BRONZE \$2,500

- Reserved exhibit table
- Onsite signage & recognition
- Logo on conference program



THANK YOU!

Women & Money wouldn't be possible without the generous support of our sponsors.

Your commitment to financial empowerment helps provide Kansas women with the knowledge, resources, and connections they need to build a secure future. Thank you for making this event a success!

The Kansas Financial Empowerment Foundation (KFEF), established in 2023, is a 501(c)(3) nonprofit organization dedicated to advancing financial literacy and economic empowerment across Kansas. Through innovative programs, strategic partnerships, and community outreach, KFEF equips individuals with the knowledge and tools needed to achieve financial stability and success. As the primary organization behind Women & Money, KFEF is committed to fostering financial confidence, promoting informed decision-making, and ensuring that all Kansans have access to valuable educational resources that support their long-term financial well-being.

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**KANSAS FINANCIAL
EMPOWERMENT FOUNDATION**