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Plutus Foundation

# Impact Summit

"The Power of I" A Transformative  
Experience for Financial Leaders at the  
Plutus Impact Summit





The Plutus Foundation represents a **growing influence** in financial literacy, with an email list exceeding 14,000, a private community growth of over 100% year-over-year, and website traffic that **triples** during awards season, showcasing our impactful reach.

Past presenters, Plutus Awards winners and prominent community members include:

- Ramit Sethi
- Tiffany Aliche
- Paula Pant
- Joe Saul-Sehy

Organizations and initiatives we've partnered with:

- Women's Personal Finance
- It's My Money!
- Elevate Influencer Conference
- Money on the Mountain retreat





Many Plutus Foundation community creators show up in multiple channels at once—meaning sponsors don't get one impression, they get repeated trust exposure.



# Creator Network at a Glance

## Podcast Reach

11 award-winning podcasts  
475,000 listeners per episode  
3,000,000 monthly downloads

## YouTube Reach

6.65 million subscribers

## Web Reach

7.4 million monthly visitors

## Email Reach

4.27 million newsletter  
subscribers

## Community Owners

4+ million members across  
private and public communities

# Category Leaders

## Top Financial YouTube Educators

The Financial Diet → 1.31M  
BiggerPockets → 1.25M  
I Will Teach You To Be Rich → 1.05M  
WhiteBoard Finance → 1.02M  
Our Rich Journey → 683K

## Podcast Authority

Stacking Benjamins  
Yo Quiero Dinero  
Brown Ambition  
Popcorn Finance  
Queer Money  
Afford Anything

## Community Builders

Budgetnista → 478,000+  
ChooseFI → 250,000+  
Financial Feminist → 100,000+  
Our Rich Journey → 100,000+

\*The list shown are from past winners of the Plutus Awards and does not list all past and present Plutus Foundation community participants.

# Impact Summit Overview

Tired of AI and boring conferences and ready to connect with human thought leaders in a high energy, results driven event?

The Plutus Impact Summit is for financial educators, influencers, and business owners to cultivate eight powerful “I’s” — the pillars that transform personal finance from an individual pursuit into a collective force for change.



- **Intention**
- **Investing**
- **Income**

- **Insight**
- **Influence**
- **Interconnectivity**



# Integrative Partnership

Our integrative partnerships offer:

- Opportunities to connect with leaders in financial literacy and media spaces
- Participation in workshops that focus on sparking bold visions and practical actions
- Experiences with financial educators and influencers before, during, and after the Impact Summit



# Partnership

Exclusive opportunities for impactful engagement

Impact Partner  
\$50,000

Experience **deep integration** and category exclusivity, ensuring your logo is prominently featured across all communications and at the event. You will be integrated into our community awards presentation and in events throughout the Summit.

"I" Partner  
\$15,000

Gain high visibility through **experiential activations** related to our themes, enabling you to engage with attendees and demonstrate your commitment to financial literacy initiatives.

6 available: Investing, Income, Insight, Influence, Intention, Interconnectivity

Inspire Partner  
\$5,000

Provide a **branded experience** that connects attendees with financial education and business resources, fostering an impactful community presence at the Summit.



# Let's do this

Join us in **making a difference** in financial literacy today!

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