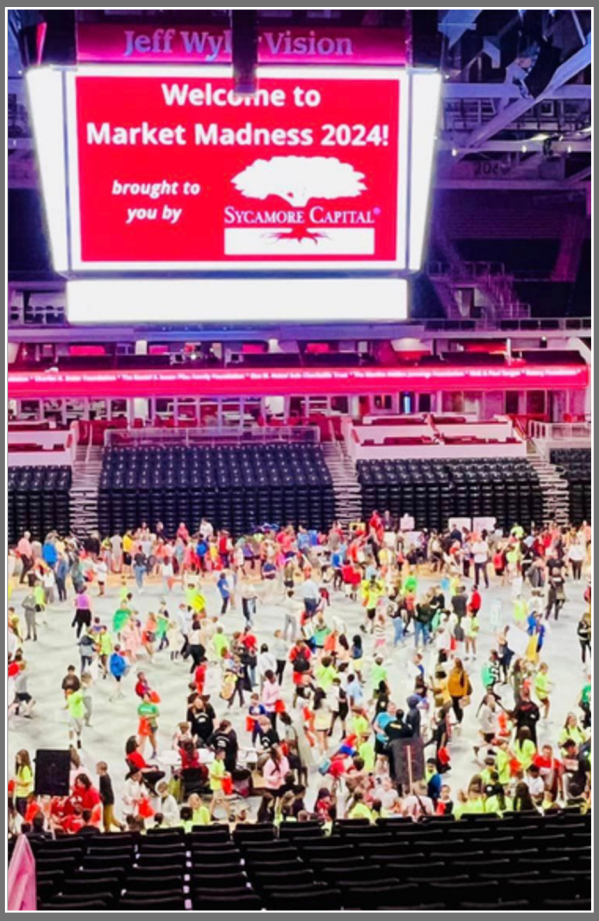
The Alpaugh Family
ECONOMICS CENTER

Sponsorship Information for the 2025 Annual Awards

April 23, 2025

at Fifth Third Arena on UC's campus







Featuring a keynote panel of UC coaches and athletes as well as Cincy Reigns leaders diving into the game-changing NCAA NIL (Name, Image, Likeness) rules and their impact on college sports

About The Alpaugh Family Economics Center at UC



For nearly five decades, the Center has been at the heart of the *#WorkThatMatters,* empowering educators, students, and communities with the tools they need to succeed. What began as an ambitious effort by the Cincinnati Chamber of Commerce in 1976 to train teachers in financial and economic education has blossomed into a national force, serving students in classrooms in all fifty states, and around the world. From our roots in Greater Cincinnati, we've grown to offer a comprehensive suite of programs that inspire and inform, from award-winning teacher training to cutting-edge student competitions and the acclaimed $martPath online financial program.

While teacher training remains a cornerstone of our mission, we've continuously expanded our reach and impact. Today, we not only educate but also engage—through innovative student programs, community partnerships, and an exceptional research team that delivers world-class insights to both public and private sectors.

Every year, our research team collaborates with over 30 business clients, providing vital economic data and analysis that drive smarter decisions and stronger outcomes. Whether conducting market analyses, feasibility studies, economic impact assessments, or workforce development initiatives, the Center's work plays a crucial role in fostering the economic health and vitality of our region. Our commitment to excellence and innovation ensures that we, along with our partners, are building a brighter, more prosperous future for all.

The Alpaugh Family
ECONOMICS CENTER

2025 Annual Awards Keynote Panel

OFFICIAL NIL PARTNER OF CINCINNATI ATHLETICS






Our keynote panel discussion will delve into one of the most transformative developments in college sports today: the NCAA's Name, Image, and Likeness (NIL) regulations.

This dynamic session will feature key voices from the University of Cincinnati, including **Assistant Athletic Director John Daniel**, **UC head men's basketball coach Wes Miller**, **head football coach Scott Satterfield**, **head women's basketball coach Katrina Merriweather**, UC athletes, and representatives from **Cincy Reigns**, a leading NIL collective that plays a crucial role in supporting student-athletes.

This panel will provide an in-depth exploration of the multifaceted impact of NIL on college athletics. From the strategic adjustments required at the administrative level to the day-to-day realities for coaches and athletes, our panelists will share their unique perspectives on how NIL is reshaping the competitive landscape. We will examine the opportunities and challenges that NIL presents, particularly in the context of recruitment, athlete development, and maintaining a level playing field across college sports.

2025 Annual Awards Honorees

Student Enterprise Program (StEP) School of the Year: ***Roll Hill School***

StEP Volunteers of the Year: ***Fifth Third Bank***

Research Impact Award Winner: ***Greater Cincinnati & Northern Kentucky African American Chamber of Commerce***

Economic Empowerment Award Winner: ***Brian Brockhoff***



Scenes from our 2024 Annual Awards at Great American Ball Park

Schedule of Events on April 23rd, 2025

4pm: VIP Tours of Fifth Third Arena for top sponsors

5pm: Cocktail reception featuring an open bar and hors d'oeuvres, and the auction begins

6pm: Annual Awards program begins

7:15pm: Program ends

An online auction featuring premium whiskey and experience packages will begin prior to the Annual Awards. More information on that to follow!

Previous Featured Speakers



2009: Richard Davis, CEO, U.S. Bancorp
2010: John E. Pepper, Jr., former CEO, Procter & Gamble
2011: William R. Burleigh, former CEO, E.W. Scripps
2012: Mike Ullman, CEO of JCPenney
2013: John W. Rogers, Jr., CIO for Ariel Investments
2014: Mark Zandi, Chief Economist for Moody's Analytics
2015: Jeff Immelt, CEO of General Electric
2016: Lee Horwich and Amalie Nash from USA Today
2017: Stephen Dubner, Co-Author/Host, Freakonomics
2018: Jim Hackett, CEO of Ford Motor Company
2019: Alexa Von Tobel, Founder and CEO of Learnvest
2020: Event canceled due to COVID
2021: Chris Kempczinski, CEO of McDonald's Corporation
2022: Zac Taylor, Head Coach of the Cincinnati Bengals
2023: Jeff Berding, Co-CEO of FC Cincinnati
2024: Phil Castellini, Nick Krall, and Karen Forgus
from the Cincinnati Reds



Previous Honorees

2009: Richard Davis, CEO of U.S. Bancorp
2010: John E. Pepper, Jr., Former CEO of Procter & Gamble
2011: William R. Burleigh, former CEO, E.W Scripps
2012: Terence Horan, President of Horan
2013: John W. Rogers, Jr., Chief Investment Officer for Ariel Investments, LLC
2014: Rodney McMullen, CEO of Kroger
2015: Jeff Immelt, CEO of General Electric
2016: John Barrett, CEO of Western & Southern Financial Group
2017: Bob Castellini, President and CEO of the Cincinnati Reds
2018: Katie Brown Blackburn, Exec. Vice President, Cincinnati Bengals
2019: Tim Elsbrock, Regional President, 5/3 Bank
2020: Event canceled due to COVID
2021: Nathan Bachrach and Ed Finke, Simply Money Founders
2022: John Frank Jr., Cushman Wakefield & Nick Sargen of Fort Washington Investments
2023: Dr. Julie Heath, Executive Director Emerita of the Alpaugh Family Economics Center
2024: Bill Neyer, formerly of Al. Neyer

Sponsorship Levels



Presenting Sponsor (one) : $30,000

- Prominent logo placement on Fifth Third Arena at the event
- Prominent placement on the Center's social media feeds and in newsletters and other communications
- Large logo above event title on all materials
- Three tables at the Annual Awards (24 seats total)
- All other benefits afforded to Platinum donors

Platinum: $20,000

- VIP reception co-host
- VIP cocktail reception with UC Athletics Department leaders and coaches, and Cincy Reigns
- VIP tour of Fifth Third Arena
- Branding on materials related to cocktail reception
- Recognition of sponsorship on all literature and the Center's social media channels
- Recognition in the Economics Center's newsletter
- Media exposure
- Two tables at the Annual Awards (16 seats total)
- Special UC Bearcats swag for 16 people

Gold: $15,000

- VIP cocktail reception with UC Athletics Department leaders and coaches, and Cincy Reigns for four people
- VIP tour of Fifth Third Arena
- Recognition of sponsorship on all literature
- Recognition in the Economics Center's newsletter and social media channels
- Media exposure
- Logo in event advertisements
- Two tables at the Annual Awards (16 seats total)
- Special UC Bearcats swag for eight people

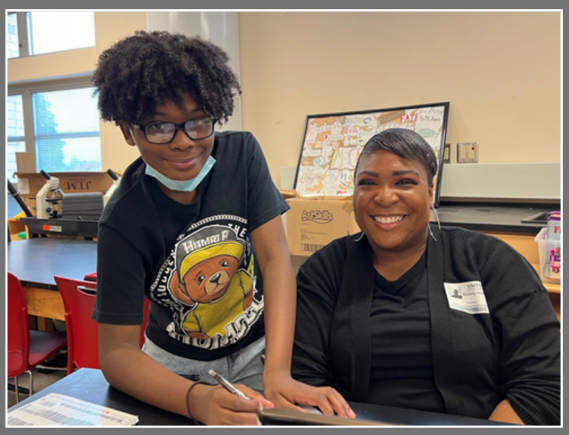
Silver: $7,000

- Recognition of sponsorship on all literature
- Recognition in the Economics Center's newsletter and on social media
- Media exposure
- Listed in event advertisements
- One table (8 seats) at the Annual Awards
- Special UC Bearcats swag for four people

Bronze: $3,500

- Recognition of sponsorship in all literature
- Recognition of sponsorship on the Center's social media and in newsletters
- One table (8 seats) at the Annual Awards

The Impact of Your Support





Presenting Sponsor ($30,000)

- Support $martPath online curriculum improvements (more than 2.5 million students globally have used our free, award-winning $martPath financial education online app at smartpathlearning.com)
- Fund $martPath training for school educators

Platinum Sponsor ($20,000)

- Sponsorship for two companies on the upcoming research Data Dashboard
- Cover the costs of the Susan Sargen Student Enterprise Program (StEP) at two schools (learn more about StEP at economicscenter.org)
- Support 1,000 teams participating in Stock Market Game

Gold Sponsor ($15,000)

- StEP supplies for 1,000 students
- Sponsorship of the Portfolio Challenge

Silver Sponsor ($7,000)

- Support the Invest In Girls program at a local school
- Graduate credit for ten educators
- New York City trip for SMG Winning Team

Bronze Sponsor ($3,500)

- Bus transportation for ten classes to Market Madness
- Sponsor Family Financial Fun Night at a local elementary school
- Sponsor the Personal Finance Challenge
- Fund the creation of a video animation for a nonprofit research client

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Tonya West Wright
Princeton City Schools









Interested in Sponsoring our Annual Awards?

Please contact Marketing Director Kathy Palmer at
kathy.palmer@uc.edu or (513) 556-2986



Thanks to our event planning committee: Brian Brockhoff (committee chair), Andrea Akin, Diane Altmix, Peter Alpaugh, Nathan Bachrach, Matt Barney, Sarah Browne, Caitlin Case, Emilia Connor-Brady, John Frank, Sue Heilmayer, James Hendricks, Lakisha Higgins, Nick Hoyng, Matt Iacobucci, Erna Jennings, Cody Kessel, Hannah Kessel, Lisa Kuethe, Sarah Lewton, James Mackay, Doug Marsh, Amber Newman, Bill Neyer, Bri Oeder, David Okun, Jim Ortman, Kathy Palmer, Lori Poole, Chris Quigley, Nic Ruscello, Will Sayer, Cindy Tsai, Ben Willingham, and Tonya West Wright.

Thank You for Supporting the
#WorkThatMatters!

The Alpaugh Family ECONOMICS CENTER