



Learn money. Earn rewards.

benjy.money

Be part of their first money milestones.

Help students learn about money while getting to know your bank or credit union.

WHAT BENJY OFFERS

A free financial literacy app for students in **grades 6-12**.

Learn about banking, budgeting, credit cards, loans, mortgages, and investing.



FREE FOR STUDENTS

Full curriculum.
No fees.



5-10 MINUTE LESSONS

Fun, interactive
learning.



LEARN & EARN

Complete activities.
Redeem rewards for prizes.



SCHOOL CREDIT

Earn school credit
as you learn.

HOW YOUR SPONSORSHIP WORKS

Built into the learning

Your brand appears throughout lessons and real-world money scenarios.

Exclusive local reach

Reach local students and families.
Be the only bank or credit union sponsor in your ZIP codes.

Track your impact

Reports show student reach, engagement, and sponsored-lesson interactions.

YOUR SPONSORSHIP BENEFITS

55% lower acquisition costs

Reach new customers.
Spend less to acquire them.

Build early brand preference

Be familiar before their first banking decision.

Support your local marketing

Reach local prospects with insights and leads.

Find your exclusive Benjy territory.

One-year sponsorship pilots start at \$7,500.

Book a call for ZIP-code availability, reach, and pricing.



[Contact us to learn more](#)

Cost illustration. Benchmark: ~\$560 per customer [1, 2]. Target: ~\$250. Example: \$7,500 / 30 additional customers = \$250 before other acquisition expenses. The 55% reduction is unproven; actual cost depends on total spending and attributable customers.

Territory pricing reflects estimated youth population; actual reach depends on enrollment. Customer measurement timing is agreed separately.

[1] First Page Sage: retail CAC \$561 (n=11; data 2018-24). Rounded reference, not a pooled industry average.

[2] Debbie, 2026: member acquisition \$565. Separate vendor benchmark; full calculation not publicly detailed.