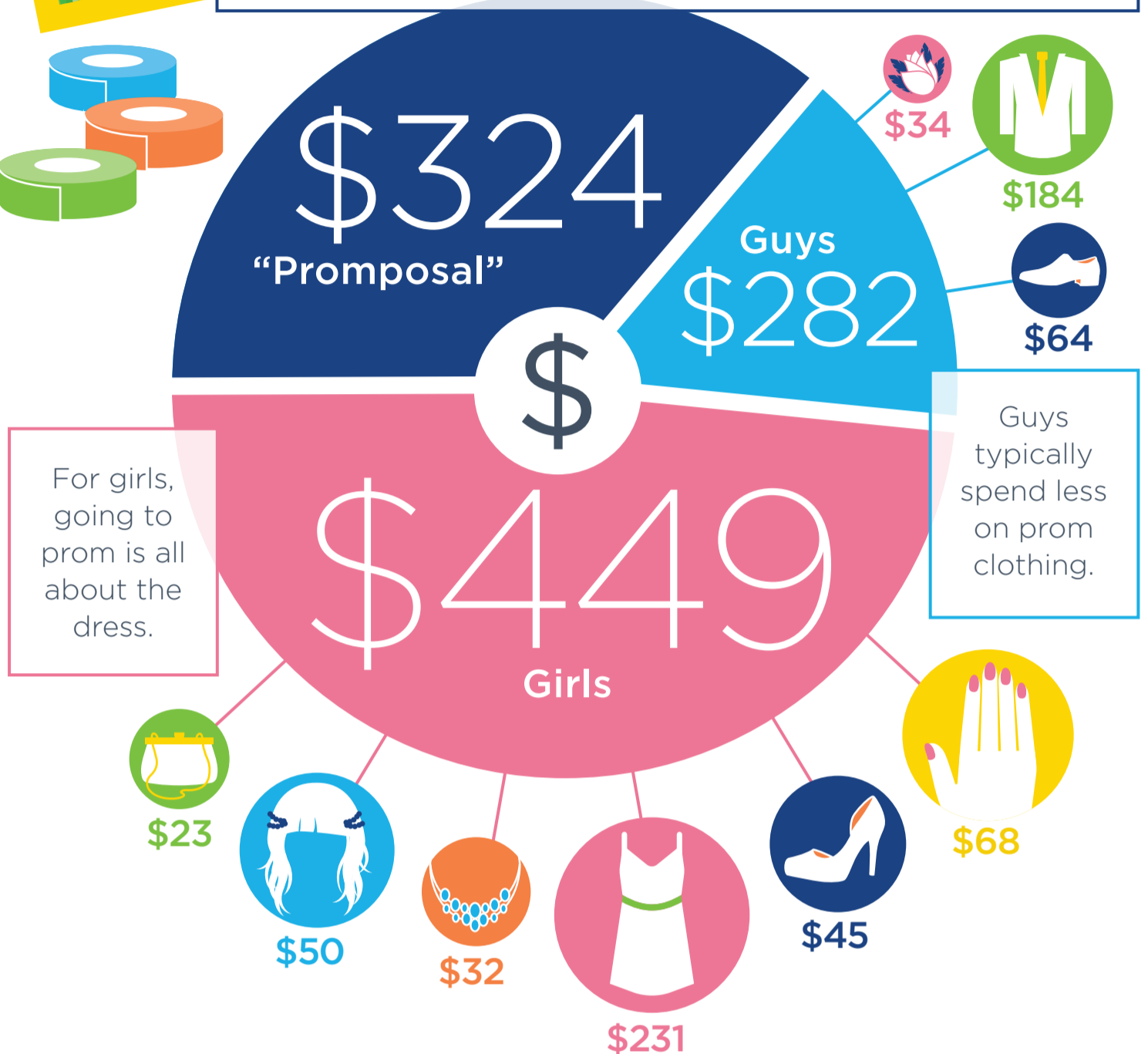


PROM PRICE TAG

Originally inspired by graduation celebrations and debutante balls, prom today bears little semblance to the promenades of the past — **especially when it comes to cost.**

WILL YOU BE MY
PROM DATE?

Spelling “prom” with pepperonis on pizza, airplane banner fly overs and giant duct tape posters are just a few ways that teens are getting creative and “popping the question.”



AVERAGE HOUSEHOLD prom-related spending in 2015

\$918



MOST
\$1169 ↑

\$733 ↓
LEAST

Make money from Prom!



STUCK AT PROM[®]
SCHOLARSHIP CONTEST

The winning couple takes home **\$10K each**

stuckatprom.com

More than **\$50k** in scholarships will be awarded in 2016

More than **\$350k** in scholarships have been awarded since 2001

Recoup your prom costs and **offset the expense of college** (which has increased by 40% in the last decade)

Sources: www.practicalmoneyskills.com/resources/pdfs/visa_prom_survey_04132012.pdf | www.practicalmoneyskills.com/resources/pdfs/Prom_Survey_2015.pdf
newyork.cbslocal.com/2012/04/13/survey-shows-going-to-prom-is-getting-more-expensive-than-ever | klegacypress.com/archives/3975
U.S. Department of Education, National Center for Education Statistics. (2013). Digest of Education Statistics, 2012 (NCES 2014-015), Chapter 3.

