


Junior Achievement™ of the Michigan Great Lakes

TITAN BUSINESS CHALLENGE

SPONSORSHIP OPPORTUNITIES

DECEMBER 11 , 2026 | HOSTED BY KalamazooVALLEY™ community college






Junior Achievement™
of the Michigan Great Lakes

OUR PROGRAMS

Junior Achievement programs are intensely focused on bringing relevancy and application into everyday learning. Through partnerships with the business and education communities, we bring curriculum to life by connecting volunteers from the community to deliver our programs. By providing engaging, hands-on and experiential learning, students are equipped with the skills they need to have successful futures.

OUR MISSION

It is our mission to inspire and prepare young people to succeed in a global economy. We empower students with economic mobility by providing fun, hands-on, K-12 programming that teaches work readiness, entrepreneurship, and financial literacy skills.

OUR APPROACH

JA's unique approach allows volunteers from the community to deliver our curriculum while sharing their education and career experiences with students. Embodying the heart of JA, our classroom volunteers transform the key concepts of our lessons into a message that inspires and empowers students to make informed decisions about their career paths and education.

ABOUT TITAN BUSINESS CHALLENGE

The JA Titan Business Challenge is uniquely designed for high school students to test their skills at running a business in this ultimate business simulation! Teams go head-to-head as they make informed, intelligent business decisions in running their own global, virtual business. Students enter decisions about price, productions, marketing, capital investment, and research and development. The impact of their decisions will lead to the success or failure of each company.

Each team acts as the Senior Management Team of their company and is responsible for developing business strategies and making tough decisions quarter by quarter. After completing the competition, a winner is announced based on their game scores. Each member of the four member team with the best score is awarded a scholarship.







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Major Sponsor Benefits	Title Sponsor (1)	Presenting Sponsor (2)	Supporting Sponsor (4)	Leadership Sponsor (4)
Co-Brand: Sponsor will co-brand single event with JA, including name as Title Sponsor with prominent logo representations.	✓			
JA Giving Champion: Qualify as a JA Giving Champion*. Will be recognized at JA events throughout the year.	✓			
Newsletter: Featured in JA email newsletter promoting the event. Distributed to 20,000+ constituents.	✓	✓		
Press Release: Sponsor will be featured in press release about the event that gets sent out to the local media.	✓	✓		
Social Media: Sponsor will be recognized in a social media post thanking for your sponsorship.	✓	✓	✓	✓
Post-Event Letter: Sponsor will be featured in the thank you letters that are distributed to all sponsors after the event.	✓	✓	✓	
Website: Sponsor logo will be featured on the event page of our website.	✓	✓	✓	✓
Event Program: Sponsor will be featured in the event program distributed to all attendees.	FULL PAGE AD	HALF PAGE AD	HALF PAGE AD	QUARTER PAGE AD
Day-of Recognition: Sponsor will be recognized verbally and/or visually at the event.	VISUALLY AND VERBALLY	VISUALLY AND VERBALLY	VISUALLY AND VERBALLY	VISUALLY AND VERBALLY
Career Fair Booth: Sponsor has the opportunity to staff a booth at the event's Career Fair for the students.	✓	✓	✓	✓

Minor Sponsor Benefits	Titan of Industry Sponsor	Global Marketplace Sponsor	Research and Development Sponsor	Student Team Sponsor
Website: Sponsor logo will be featured on the event page of our website.	✓			
Day of Recognition: Verbal and/or visual recognition at the event and featured signage.	VISUALLY AND VERBALLY	VISUALLY	VISUALLY	VISUALLY
Event Program: Sponsor will be featured in the event program distributed to all attendees.	LOGO	LOGO	LOGO	LOGO
Student Team: Sponsor 1 student team to attend the event.				✓

*Contact Katia Martin at katia.martin@ja.org to learn more about these benefits



BECOME A STUDENT EVENT SPONSOR

Help us equip the next generation of business leaders! Please complete this form and email it to katia.martin@ja.org or mail to: Junior Achievement of Southwest Michigan, 2785 W. Dickman Rd, Suite C, Battle Creek, MI 49037.

SPONSORSHIP LEVELS



- ☐ TITLE SPONSOR (1) $10,000
- ☐ PRESENTING SPONSOR (2) $7,500
- ☐ SUPPORTING SPONSOR (4) $5,000
- ☐ LEADERSHIP SPONSOR (4) $4,000
- ☐ TITAN OF INDUSTRY SPONSOR $3,000
- ☐ GLOBAL MARKETPLACE SPONSOR $2,000
- ☐ RESEARCH AND DEVELOPMENT SPONSOR $2,000
- ☐ STUDENT TEAM SPONSOR $1,000

- ☐ We cannot attend this year's event. Please accept this donation of $ _____
- ☐ We are unable to support this event. Please contact us to discuss additional event opportunities.

PAYMENT OPTIONS

Please Invoice: _____ (must be before June 30th, 2027)
Check attached made payable to Junior Achievement of the Michigan Great Lakes
Credit Card Number _____ Expiration _____ CVV _____

BILLING INFORMATION

_____ _____
Business/Organization Name Contact Name/Title

_____ _____
Phone Email

_____
Address City State Zip

_____ _____
Signature Date