



TITAN BUSINESS CHALLENGE

SPONSORSHIP OPPORTUNITIES

**TOMORROW'S CEOS
MADE TODAY**

FALL 2024





OUR PROGRAMS

Junior Achievement programs are intensely focused to bring relevance, authenticity and application into everyday learning to energize students around their future possibilities. Through partnerships with the business and education communities, we bring academics to life by creating meaningful learning experiences. Together, we are transforming education to break down traditional barriers and give every student unparalleled connectivity to the business world, to fuel students' passion for future success and discover the power of their education.

OUR MISSION

We are empowering young people to own their economic success. Our volunteer-based K-12 programs foster work-readiness, entrepreneurship, and financial literacy skills, and use experiential learning to inspire kids to dream big and reach their potential.

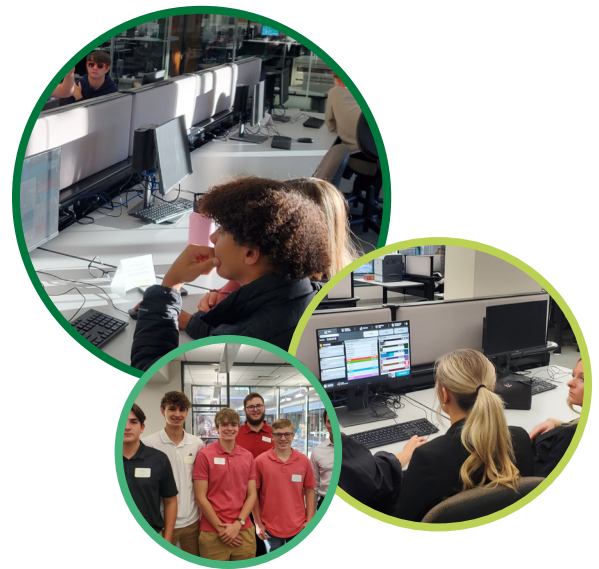
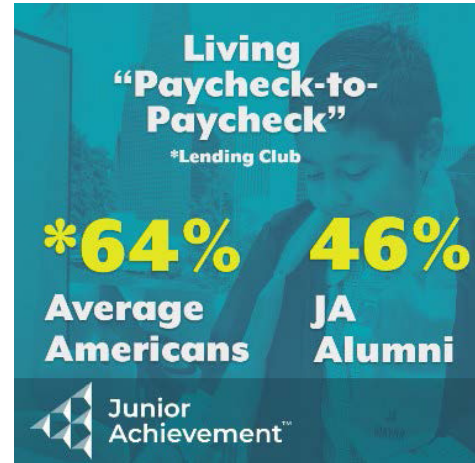
OUR APPROACH

JA's unique approach allows volunteers from the community to deliver our curriculum while sharing their 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 believe in themselves, showing them they can make a difference in the world.

ABOUT JA TITAN

This student competition is designed for local high school students to compete in the JA Titan Business Simulation during their school day. During the competition, each team acts as the Senior Management Team of their company and is responsible for developing business strategies and making "do or die" decisions quarter by quarter.

The competition is uniquely designed to unleash creativity, test leadership skills and demonstrate the competitive nature of the free enterprise system. Teams go head-to-head as they strive to make



informed, intelligent business decisions in running their own global, virtual business. The success or failure of the company depends on how well these decisions are made.

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.

LEARN MORE ABOUT OUR EFFORTS

swmichigan.ja.org





EQUIP THE NEXT GENERATION OF BUSINESS LEADERS.

MAJOR SPONSOR BENEFITS	TITLE SPONSOR \$10,000	PRESENTING SPONSOR \$6,000	SUPPORTING SPONSOR \$5,000	LEADERSHIP SPONSOR \$4,000
CO-BRAND: Sponsor will co-brand event with JA, including name as TITLE SPONSOR with prominent logo representations.	X			
JA GIVING CHAMPION: Sponsor will qualify as a JA Giving Champion. Will be recognized at JA events throughout the year.	X			
PRESS RELEASE: Sponsor will be featured in a press release about the event that gets sent out to the local media.	X	X		
NEWSLETTER: Featured in the email newsletter promoting the event.	X	X		
POST-EVENT LETTER: Sponsor will be featured in the thank you letters that get sent to all the sponsors after the event.	X	X	X	
EVENT PROGRAM: Sponsor will be featured in the event program distributed to all attendees, including students, speakers, and volunteers.	FULL PAGE AD	HALF PAGE AD	HALF PAGE AD	QUARTER PAGE AD
BOOTH: Sponsor given the opportunity to bring promotional materials to the event.	X	X	X	X
AT EVENT: Verbal recognition by emcee of the event and featured prominently on signage.	X	X	X	X
SOCIAL MEDIA: Sponsor will be recognized in a social media post thanking your sponsorship.	X	X	X	X
WEBSITE: Sponsor logo will be featured on the event page of our website.	X	X	X	X
MINOR SPONSOR BENEFITS	TITAN OF INDUSTRY SPONSOR \$3,000	GLOBAL MARKETPLACE SPONSOR \$2,000	RESEARCH & DEVELOPMENT SPONSOR \$1,000	STUDENT TEAM SPONSOR \$500
WEBSITE: Sponsor logo will be featured on the event page of our website.	X			
AT EVENT: Verbal recognition by emcee of the event and featured on signage.	X	X	X	X
EVENT PROGRAM: Sponsor will be featured in the event program distributed to all attendees, including students, speakers, and volunteers.	LOGO	LOGO	LISTED	LISTED
STUDENT TEAM: Sponsor 1 student team to attend the event.				X



BECOME A SPONSOR

Equip the next generation of business leaders.

To become a sponsor, please complete this form and either email it or mail it to the following:
evan.mccoy@ja.org

Junior Achievement of Southwest Michigan, 2785 W. Dickman Rd., Suite C, Battle Creek, MI 49037

SPONSORSHIP LEVELS

- TITLE SPONSOR \$10,000 1 available
- PRESENTING SPONSOR \$6,000 2 available
- SUPPORTING SPONSOR \$5,000 4 available
- LEADERSHIP SPONSOR \$4,000 4 available
- TITAN OF INDUSTRY SPONSOR \$3,000 Unlimited
- GLOBAL MARKETPLACE SPONSOR \$2,000 Unlimited
- RESEARCH & DEVELOPMENT SPONSOR \$1,000 Unlimited
- STUDENT TEAM SPONSOR \$500 Unlimited

- We cannot participate in 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 December 31, 2024)
- Check made payable to: *Junior Achievement of Southwest Michigan*
- Credit Card Number _____ Expiration _____ CVV _____

BILLING INFORMATION

Business/Organization Name

Contact Name

Phone

Email

Address

City

State

Zip

Signature

Date