

Finance Park®

SPONSORSHIP OPPORTUNITIES

We're curating a select group of partners that represent the very best of the Southeastern Pennsylvania region - in tourism, food, sports, finance, retail, tech, and more.

Does your company belong among them?

PARTNERSHIPS POWER THE EXPERIENCE

JA Finance Park® builds essential financial decision-making skills that prepare young people for independence, career success, and long-term economic stability. Through hands-on, real-world simulations, young people gain confidence in budgeting, critical thinking, and understanding how education, career choices, and financial decisions intersect.

JA Finance Park is a **mobile, fully immersive learning experience** that travels throughout Southeastern Pennsylvania—bringing personal finance education directly into schools and community partner sites. Inside the park, participants interact with volunteers at branded storefronts, each representing a real-world budget decision. The learning is practical, engaging, and immediately relevant.

Thanks to the generosity of our partners, 7th-12th graders don't just learn about adulthood—they experience it.

Sponsors design a branded booth that travels with JA Finance Park and is integrated into the digital curriculum as a budget line item, creating an authentic connection between the sponsor's brand and a meaningful learning moment young people remember long after the experience ends.



Example of Pre-Designed Display Branding

INSIDE THE JA FINANCE PARK EXPERIENCE

Upon entering JA Finance Park, each participant receives a unique "life situation": A personalized profile that includes a career, income, family scenario, and financial responsibilities. With guidance from trained volunteers, students step into the role of an adult navigating real-world financial choices.

As they move through the mobile JA Finance Park simulation, participants visit branded storefronts representing essentials such as housing, food, banking, transportation, insurance, and entertainment. At each stop, they make spending decisions, track their budget digitally, and experience the trade-offs that come with their choices—seeing how one decision affects the next.

Job Title: Project Manager

Annual Salary: \$63,000

Age: 38

Marital Status: Married with two children: girl age 8/boy age 5

Monthly Taxes: \$1,234

Social Security: \$326

Medicare: \$79

Other: Drive 22 miles round-trip to work each day

Employment background: After graduating from high school, you joined the Navy and earned your bachelor's degree in engineering. You are fortunate that you do not have any outstanding student loans. While you were in the Navy, you worked on large-scale projects. You will need a master's degree to move up in your company or secure a new job with better pay.

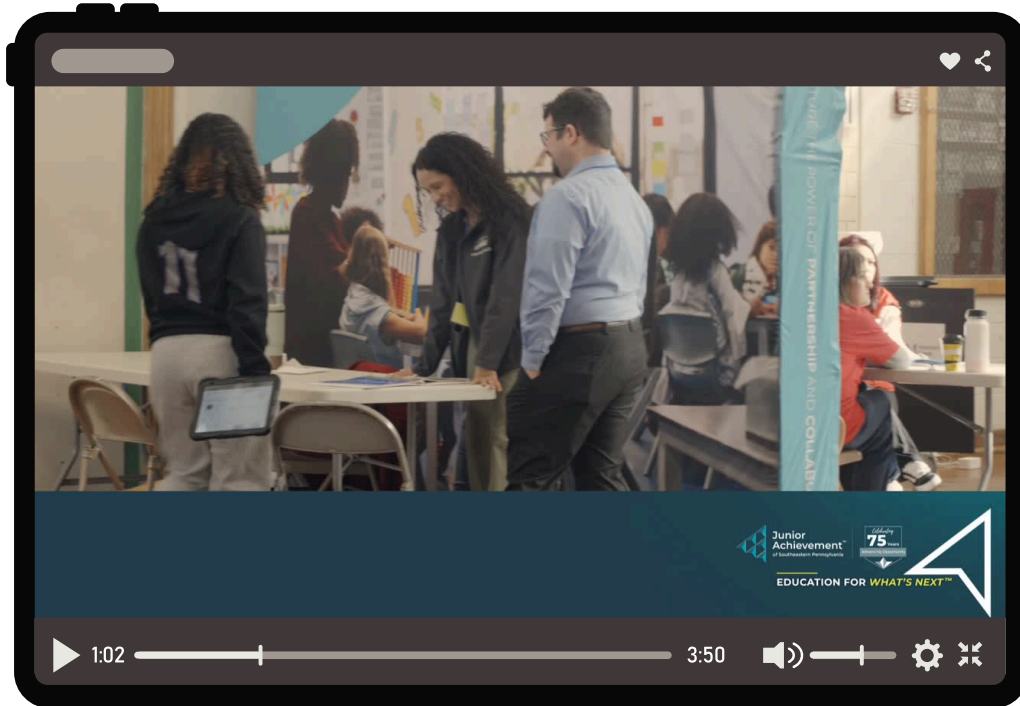
Sample 'Life Situation'

The experience culminates in reflection and discussion, helping young people connect their choices to real-life outcomes. Safe, engaging, and deeply relevant, JA Finance Park confidence, encourages critical thinking, and prepares young people to navigate the financial realities they will soon face.



***For many young people,
JA Finance Park[®] is the first time
financial decisions feel real.***

JA FINANCE PARK IN ACTION



JA Finance Park transforms a school or community site into a fully immersive, real-world financial learning environment. In a single day, young people step into the role of decision-makers, while volunteers bring the experience to life through guided, hands-on interactions.

Through interactive technology, meaningful conversations, and real-world budgeting activities, young people actively engage with financial choices—not as a lesson, but as a lived experience.



SPONSOR A JA FINANCE PARK BOOTH

A JA Finance Park booth is more than a static display—it's a traveling investment in financial literacy and future workforce readiness.

JA Finance Park offers sponsors the opportunity to align their brand with a specific business category that reflects real-world financial decisions young people make every day. Business categories represent budget line items within the simulation and are integrated into both the physical booth experience and the digital curriculum.

Business Categories include:

- Activities
- Cable, Phone & Internet
- Charitable Contribution
- Child Care
- Clothing
- Dining Out
- Electricity
- Furniture
- Gas
- Grocery
- Home Improvement
- Housing
- Pet Care
- Self Care
- Transportation
- Vacation
- Water, Sewer & Trash

Additional categories not listed above may be available upon request.



BENEFITS OF SPONSORSHIP

Expanded Brand Visibility

Your brand travels with JA Finance Park throughout Southeastern PA, gaining exposure to a broad and diverse audience of over 4,000 young people, 700 educators, 300 volunteers, and 80 community partners across multiple locations.

Community Impact & Social Responsibility

Demonstrate your organization's commitment to strengthening local communities, improving financial literacy, and preparing the next generation for economic success.

Employee Engagement Opportunities

Provide employees with meaningful, hands-on volunteer experiences that strengthen employee satisfaction while positioning your organization as a trusted community leader invested in the next generation.

\$150,000 - Signature Simulation Sponsor

(3 year sponsorship/\$50,000 per year)

SOLD

- Highlighting the signature role in the launching of this initiative, your brand and logo will be featured in all parts of the JA Finance Park learning experience, including a prominent banner at the entrance to the simulation and on the van
- Priority logo placement and recognition above all other categories, with featured access to the research, information, shopping tabs, as well as in Volunteer Guide.
- Featured recognition in JA Finance Park press releases by JASEPA
- Recognition on general emails communications and social media posts related to JA Finance Park as well as videos, and podcasts
- Rights to launch co-branded print media advertising across the Southeastern Pennsylvania Region, and to distribute branded giveaways at JA Finance Park.
- Priority access to volunteer opportunities at JA Finance Park and other JA events.

\$45,000 - Presenting Booth Sponsor

(3 year sponsorship/\$15,000 per year)

- Logo placement and recognition in a Booth and Expense Category and priority access to the research, information, shopping tabs, as well as in Volunteer Guide
- Name recognition on JA Finance Park education materials and on student handouts
- Recognition on social media posts related to JA Finance Park
- Rights to distribute branded giveaways at JA Finance Park
- Priority access to volunteer opportunities at JA Finance Park and other JA events

\$50,000 - Vehicle Sponsor

SOLD

- Prominent name recognition with customized signage on the JA Finance Park transportation vehicle
- Prominent recognition in social media related to JA Finance Park
- Rights to distribute branded giveaways at JA Finance Park
- Priority access to volunteer opportunities at JA Finance Park and other JA events



\$7,500 - Technology Sponsor

SOLD

- Recognition on event-day materials and event website
- Social Media Recognition
- 3 volunteer spots at the event



Investors



Lead Corporate Investor

Signature Simulation Sponsor



Financial Literacy • Professional Development • Crisis Assistance

Presenting Booth Sponsors



Banking/Investments



Continuing Education



Insurance

Vehicle Sponsor

The McLean Contributionship

Technology Sponsor



**AT JUNIOR ACHIEVEMENT,
WE ARE CREATING ACCESS TO
OPPORTUNITY-FILLED FUTURES.**



We invite potential partners to experience JA Finance Park in action and see firsthand how young people engage with real-world financial decision-making. Please reach out to schedule a visit or learn more about partnership opportunities.

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