



# Junior Achievement of Southeastern Pennsylvania



## Finance Park®

SPONSORSHIP OPPORTUNITIES



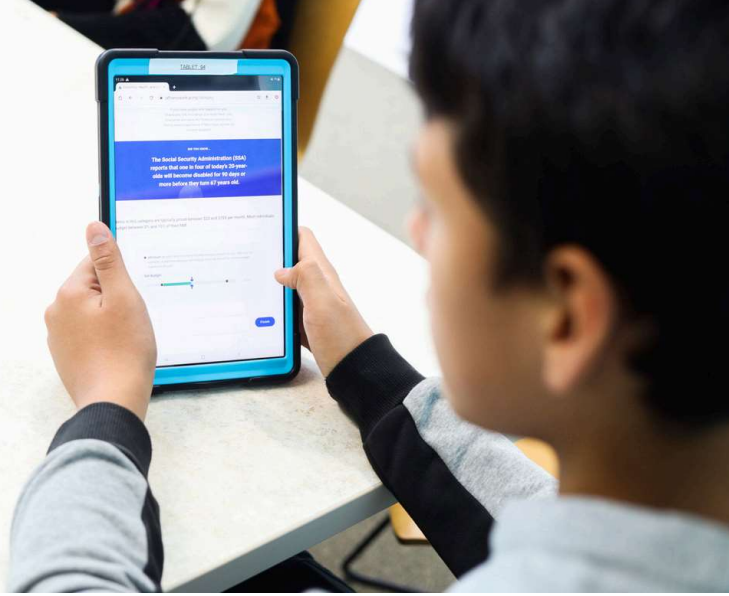
# Finance Park® OVERVIEW

**Wish you knew about managing money as a teen?**

Youth deserve the chance to experience **JA Finance Park®**, Junior Achievement's capstone learning experience to teach students personal financial planning and career exploration.

**JA Finance Park®** combines in-class learning with a reality-based simulation at the end of the program, where students engage with volunteers and practice what they have learned in the classroom. With assigned hypothetical life scenarios, students go through the simulation's booths to learn about the different categories that any adult would need to consider when developing a personal budget. This lays a strong foundation for young people to make educated financial decisions that last a lifetime.

**Get ready to embark with us, on a journey towards financial literacy and career readiness with **JA Finance Park®**!**



## **ABOUT JUNIOR ACHIEVEMENT OF SOUTHEASTERN PENNSYLVANIA**

Junior Achievement of Southeastern PA equips young people for economic mobility and the pursuit of their own ambitions.

In collaboration with educators, community organizations, and businesses, JASEPA ensures that young people (5-25) have access to high quality financial education and career-readiness learning experiences to inspire possibilities, prepare them for careers, and build skills to succeed.

With a focus on under-resourced communities and expanded programming for middle and high school students, we provide foundational and scalable solutions that elevate all young people in Southeastern Pennsylvania to be future-ready.

# Finance Park® IN-CLASS LESSONS

Over 12 in-class lessons, and in alignment with national and state standards, **JA Finance Park® curriculum covers topics such as:**

## Income

Students recognize the fundamental role of income in managing their personal finances and how the decisions they make about education and career will have an impact on their potential income and quality of life.

## Savings, Investing, and Risk Management

Students explore why saving money is critical, and they compare investments as a part of their overall financial planning. They examine risk and how insurance may help protect savings. They also examine risk and how insurance may help mitigate certain expenses.

## Credit and Debit

Students compare financial institutions and their services. They weigh the advantages and disadvantages of debit and credit. Students will explore the role of credit scores and credit reporting on personal finances.

## Careers

Students identify their career interests and goals and how they relate to future income. They set a career goal they will revisit at the end of the program.

## Budget

Students discover the importance of spending money wisely and recognize a budget as a valuable tool.

**After completing the in-class lessons, students visit the “simulation”,** the culminating portion of the program. By interacting with JA staff, volunteers, and educators, young people gain:

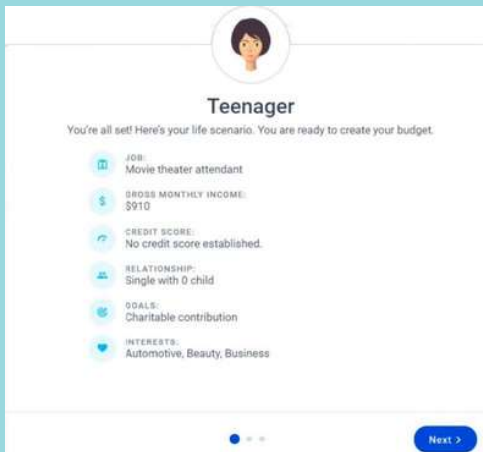
- **Hands-on Learning:** Immersive, reality-based decision-making
- **Practical Experience:** Understanding individual / family budgeting
- **Comprehensive Coverage:** Exposure to essential budgeting categories such as housing, utilities, food, transportation, banking, healthcare, securing loans, saving, planning for retirement, and philanthropy
- **Guided Assistance:** Support from knowledgeable personnel
- **Real-world Skills:** Preparation for future financial responsibilities

**Imagine the benefits for young people of practicing being an adult for a day, understanding real-life circumstances, and safely planning for the future.**



**During their visit to the JA Finance Park® “simulation,”** students are provided with pre-programmed tablets, each assigned a different hypothetical life scenario. As they visit the various businesses featured in the simulation, students gain a better understanding of how different life and income circumstances affect decisions regarding expenses, savings, and investments. They develop and commit to a budget, just as an adult should. This process is guided by experienced and knowledgeable volunteers, staff and educators.

## STUDENT’S JOURNEY THROUGH THE JA FINANCE PARK SIMULATION



### ASSIGNMENT OF A LIFE SCENARIO: GLIMPING INTO ADULTHOOD

- At the start of the day, each student receives a digital tablet that presents them with **a life scenario** that includes a job, salary, credit score, and particular family situation.
- They will calculate their **Net Monthly Income (NMI)** and **plan their budget** to take care of themselves and their potential families.

### INTERACTIVE DECISION MAKING PROCESS: TESTING SKILLS

- Students walk through the simulated city, visiting each business, **understanding each expense category**, to determine if it is **a need or a want**.
- Students shop around, pay bills, make purchases, open bank accounts, apply for an auto loan and mortgage, and much more, trying to make **educated decisions!**

### VOLUNTEER GUIDANCE: SAFE FINANCIAL DECISION MODELING

- Students are **assisted and guided by the volunteers** through the decision making process, **evaluating** the “wants” versus “needs” of all the different expense categories.
- Volunteers with students share their own real-life experiences, serving as **role models**, and showing them what may face in reality.

**Get ready to embark with us, on a journey towards financial literacy and career readiness with JA Finance Park®!**

# ELEVATE YOUR BRAND AS A JA Finance Park® SIMULATION SPONSOR

The **JA Finance Park® Simulation**, to be launched this year by Junior Achievement of Southeastern PA (JA SEPA), will offer an on-the-go educational experience in person for young people in underserved areas, ensuring equitable access to this vital program. The simulation will be transported to selected locations and set up as a pop-up city with booths, building upon the current virtual offering.

**JA SEPA is looking for sponsors for each category of business represented and featured in each booth at the JA Finance Park® Simulation.** A variety of options to add visibility to your organization are available based on the sponsorship levels. These are unique ways to promote your brand, highlighting you in the simulated city as a primary category of business. Booths allow for customization with the partner's brand. Your brand will also be included in the digital research engines the students use, and your logos will be displayed on the screens of the technology, educational materials, and student handouts. We also offer branded giveaway rights and the advantage of being highlighted through our digital and social media platforms.

## JA FINANCE PARK SIMULATION BRANDING EXAMPLES



Example of  
Van Branding



Example of Customized  
Mobile Display Branding



Example of Pre-Designed  
Display Branding

### Choice of Business Categories include:

Activities | Banking | Cable, Phone, Internet | Charitable Contribution | Child Care | Clothing | Continuing Education | Dining Out | Disability, Health & Life Insurance | Electricity | Furniture | Gas | Grocery | Home Improvement | Housing | Pet Care | Self Care | Transportation | Vacation | Water, Sewer, Trash | Other categories not mentioned above are possible

## SIMULATION SPONSORSHIP DETAILS

### 3-YEAR INVESTMENT OPTIONS

#### **SIGNATURE SPONSOR | \$ 150,000 (\$50,000/YEAR) - SECURED!**

- 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

#### **PRESENTING BOOTH SPONSOR | \$ 45,000 (\$15,000/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

### 1-YEAR INVESTMENT OPTIONS

#### **TECHNOLOGY SPONSOR | \$10,000 (5 OPENINGS AVAILABLE)**

- Prominent name recognition with logo stickers on laptops, tablets, and other technology used in JA Finance Park®
- Prominent recognition on 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

#### **VAN SPONSOR | \$10,000 (5 OPENINGS AVAILABLE)**

- Prominent name recognition with customized signage on the JA Finance Park® transportation van
- 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



# Finance Park®

## SIMULATION SPONSORSHIP LEVELS

### 3-YEAR INVESTMENT OPTIONS

- SIGNATURE SPONSOR - \$ 150,000 (\$ 50,000/YEAR) - **SECURED!**
- PRESENTING BOOTH SPONSORS - \$ 45,000 (\$ 15,000/YEAR)

### 1-YEAR INVESTMENT OPTIONS

- TECHNOLOGY SPONSOR - \$ 10,000 (5 OPENINGS AVAILABLE)
- VAN SPONSOR - \$ 10,000 (5 OPENINGS AVAILABLE)



**Thank you for your interest in partnering with Junior Achievement of Southeastern Pennsylvania as a sponsor of JA Finance Park®!**

We welcome and encourage your team to volunteer with Junior Achievement – especially when taking advantage of the priority access at **JA Finance Park®**. While volunteering is not required, your support will bring valuable experiences in work and career readiness, financial literacy, and entrepreneurship to students across the Southeastern Pennsylvania region.

**For questions about the JA Finance Park® Sponsorship Opportunities or to sign up as a sponsor, please provide your contact information and the level you are interested in. Kindly email Ofelia Cohen, Director, Communications and Development, at [ofelia.cohen@ja.org](mailto:ofelia.cohen@ja.org) to be contacted back.**