

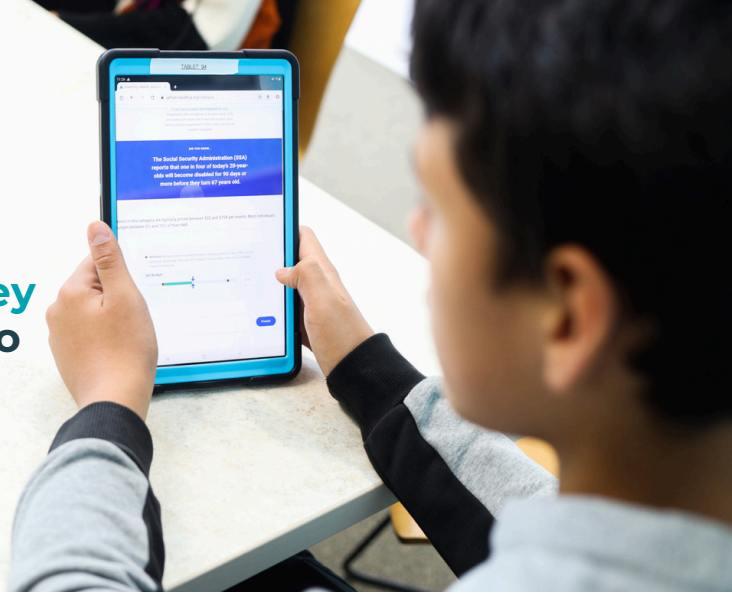


**Junior
Achievement**
of Southeastern Pennsylvania

**JA Finance Park® Mobile
SPONSORSHIP OPPORTUNITIES**

JA Finance Park OVERVIEW

Wish you knew about managing money as a teen? Youth deserve the chance to experience JA Finance Park, a life-changing, interactive, and hands-on program for financial planning and career exploration. Now, we will bring it directly to them, wherever they are!



Imagine the benefits of practicing being an adult for a day, understanding real-life circumstances, and safely planning for the future. **JA Finance Park** combines in-class learning with an engaging pop-up city simulation to practice hypothetical life scenarios and lay a strong foundation for young people to make educated financial decisions that last a lifetime. Aligned with national and state financial literacy standards, **JA Finance Park** covers topics like income, savings, expenses and credit.

Our innovative mobile unit will allow us to build upon the current virtual offering.

JASEPA will be able to:

- Reach youth in underserved areas of Southeastern Pennsylvania
- Avoid the complex logistics of large student groups transportation
- Ensure equitable access to this vital program

Designed for easy transport, the new **JA Finance Park Mobile** will bring financial education to young people everywhere, equipping them for a successful financial future.

Get ready to embark with us, on a journey towards financial literacy with JA Finance Park Mobile!

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.

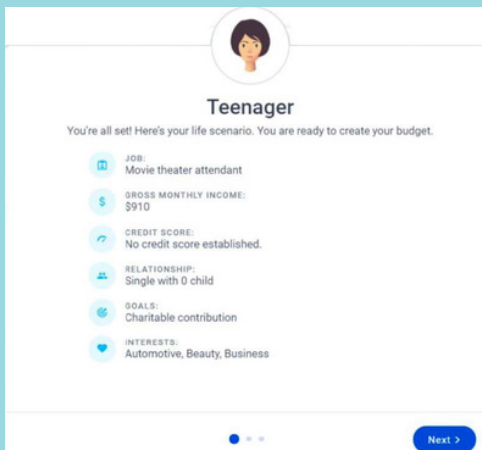
With a focus on under-resourced communities and expanded programming for middle and high school students, we provide foundational and scalable solutions that elevate all young people in Southeastern Pennsylvania to be future-ready.

JA Finance Park MOBILE SIMULATION

The **JA Finance Park Mobile Simulation** offers a unique, on-the-go educational experience by being transported to selected locations and set up with custom booths. These booths represent various business categories that adults face daily when making decisions about spending, investing, or saving. By visiting these booths and interacting with the staff, volunteers, and educators, young people gain several advantages, including:

- **Hands-on Learning:** Immersive, reality-based decision-making process
- **Practical Experience:** Understanding individual and 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 and educators
- **Real-world Skills:** Preparation for future financial responsibilities

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.

ELEVATE YOUR BRAND AS A JA Finance Park SPONSOR

A variety of options to add visibility to your organization are available based on the sponsoring levels. The mobile transportation unit, and the physical set up of saleable booths are unique ways to promote your brand, when customized, highlighting you in the simulated city, as a primary category of business.

JA Finance Park is looking for partners who would sponsor each category of business offered to be represented and featured in each booth. The different levels of sponsorship allow for customization of the booths with the partner's brand, for the inclusion in the digital research engines the students use, and for logos to be displayed on the screens of the technology, on educational materials, and student handouts. We also offer branded giveaways rights, and advantages to be mentioned through our wide-reaching digital and social media platforms.

Choice of Business Categories include:

Activities | Bank | 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
(Miscellaneous categories not mentioned above are possible)



JA FINANCE PARK MOBILE BRANDING EXAMPLES



Example of
Van
Branding



Example of
Customized Mobile
Display Branding



Example of
Pre-Designed Mobile
Display Branding

JA Finance Park

SPONSORSHIP OPPORTUNITIES

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 Simulation, 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[®] SPONSORSHIP FORM

Thank you for your interest in partnering with Junior Achievement of Southeastern Pennsylvania, as a leading sponsor of our new JA Finance Park Mobile program! We welcome and encourage your team to volunteer with Junior Achievement – especially when taking advantage of the priority access at a JA Finance Park Mobile. While volunteering is not required, your support will bring valuable experiences on work and career readiness, financial literacy, and entrepreneurship to students across the Southeastern Pennsylvania Region.

SPONSORSHIP LEVELS

3-YEAR INVESTMENT OPTIONS

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

1-YEAR INVESTMENT OPTIONS

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

Contact Ofelia Cohen to process in-kind contributions.

For questions about the JA Finance Park Mobile Sponsorship Opportunities, or to sign up as a sponsor, please provide your contact information and the level you are interested in to be contacted back, by emailing Ofelia Cohen, Development and Communications Director.

ofelia.cohen@ja.org

CONTACT INFORMATION

Organization Name: _____

Organization Address: _____

Primary Contact: _____

Phone Number: _____

Email: _____