



# JA SPONSOR BENEFITS

By joining us as an event sponsor, your company is elevated beyond traditional marketing benefits. You're making a public statement about your commitment to community and investing in tomorrow's leaders. Let's work together to create boundless opportunities for young people by bringing learning to life.

All event sponsors will:

- Become a key partner in enhancing student learning experiences
- Join other like-minded businesses to make a collective impact
- Build relationships with Minnesota professionals
- Demonstrate to your employees that you're committed to making positive change

## JA 2024-2025 Events

### Play for JA

#### Throughout the Year

Play for JA is a unique way for companies across our region to engage their employees and make an impact. Through a variety of event options, each company can find a way to have fun while benefiting JA North students. Talk about a win-win! Your sponsorship can reach company leaders, employees, donors, and the community. With extended reach throughout the whole year, you don't want to miss this opportunity.

### Ignite

#### October 10, 2024

A night to celebrate diverse professionals in the region while supporting up-and-coming student entrepreneurs. This celebratory evening provides leading and emerging professionals with the chance to network with one another and become early "investors" in promising start-ups as Junior Achievement North students pitch their business plans.

### Company of the Year Celebration

#### April 17, 2025

Help us celebrate the hard work of Junior Achievement North students and demonstrate the impact of programming to partners, volunteers, and community members. Students can sell and promote their products while they compete to become Junior Achievement North's Company of the Year. This networking event will feature an inspiring program, food and beverages, and great connections while keeping students at the center of our celebration.



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## Sponsorship Levels

### Presenting | \$25,000 (maximum of 3):

- Premier logo placement on digital event materials
- Premier logo placement on printed event materials
- Premier logo placement on event highlight reel video \*\*
- Verbal recognition at event
- Social media recognition on at least three event promotional posts (~7K approx. reach)
- Opportunity for customized partnership profile to be shared in an upcoming Junior Achievement North newsletter (30K approx. reach)
- Play for JA only – complimentary JA bigBowl event hosted at Park Tavern to celebrate with your employees (20 lane maximum, 120 people) \*
- Ten tickets to event\*\*

*\*Only available for the Play for JA Presenting Sponsorship*

### Inspiring | \$15,000:

- Tiered logo placement on all digital event materials
- Tiered logo placement on printed event materials
- Tiered logo placement on event highlight reel video \*\*
- Verbal recognition at event
- Social media recognition on at least two event promotional posts (~7K approx. reach)
- Eight tickets to event \*\*

### Empowering | \$10,000:

- Tiered logo placement on digital event materials
- Tiered logo placement on printed event materials
- Verbal recognition at event
- Social media recognition on at least one event promotional posts (~7K approx. reach)
- Five tickets to event \*\*

### Innovating | \$5,000:

- Tiered logo placement on all digital event materials
- Tiered logo placement on printed event materials
- Social media recognition on at least one event promotional posts (~7K approx. reach)
- Five tickets to event \*\*

### Collaborating | \$2,500:

- Tiered logo placement on all digital event materials
- Tiered logo placement on printed event materials
- Three tickets to event \*\*

### \*\*Entrepreneurship | \$1,500:

- Name recognition at student company display table
- \$500 of this sponsorship will be given to be split amongst eligible student companies
- Three tickets to event

## Want to Sponsor All Our Events?

### All-Inclusive Sponsorship | \$75,000

- Presenting sponsorship recognition at all Junior Achievement North's fundraising events, including Play for JA, Ignite Celebration, Company of the Year Celebration, and any additional fundraising events that arise throughout the year.
- Premier logo placement on all digital event materials
- Premier logo placement on printed event materials
- Premier logo placement on event highlight reel video \*\*
- Verbal recognition at all events
- Social media recognition on at least three event promotions (~7K approx. reach)
- 15 tickets to each applicable event
- Opportunity for customized partnership profile to be shared in an upcoming Junior Achievement North newsletter (30K approx. reach)
- Complimentary JA bigBowl event hosted at Park Tavern to celebrate with your employees (20 lane maximum, 120 people)

*\*\* Only available for the Ignite Celebration and the Company of the Year Celebration*

**Is there a benefit that you'd like to see offered?  
Let's connect and collaborate to meet our  
collective goals.**

**Ready to sponsor? Contact Maryse Birr | [Maryse.Birr@janorth.org](mailto:Maryse.Birr@janorth.org)**