

JUNIOR ACHIEVEMENT OF SOUTHERN CALIFORNIA



We believe every child deserves the opportunity to take control of their own economic future. Through a community partnership of business leaders, schools and volunteers, we teach young people how to make smart financial decisions, prepare for the working world, and become entrepreneurs. We inspire them to dream big and to see a world of limitless opportunities for their futures. Together, we are teaching our next generation the business of life.

3 PILLARS:



FINANCIAL LITERACY



ENTREPRENEURSHIP



WORK READINESS



IN THE CLASSROOM



IN THE WORKPLACE



IN JA FINANCE PARK

(An Experiential Learning Center)

ANNUAL REACH:

70,000 STUDENTS

4,000

VOLUNTEERS



350 SCHOOLS



75% OF STUDENTS IN LA COUNTY ARE FROM LOW-TO-MODERATE INCOME HOUSEHOLDS

90% OF STUDENTS IN LA COUNTY ARE FROM ETHNIC-MINORITY BACKGROUNDS

In Los Angeles, Riverside, Ventura, San Bernardino, Orange and Kern Counties

Junior Achievement opened up a world I didn't know existed and provided me tools to build up my confidence. At a time in my life when my influences were mostly negative, JA was an oasis of care and positivity. -Moises Cisneros, Executive Director, LA Latino Chamber of Commerce

I never would have accomplished anything in the business world without Junior Achievement. -Mark Cuban, entrepreneur, investor, owner of the Dallas Mavericks

STUDENTS NEED

21st

**CENTURY
WORKFORCE SKILLS**

ONLY **75%**

OF LAUSD STUDENTS WILL GRADUATE ON TIME

**According to 8/9/16 LAUSD survey*

Why JA?



We **PREPARE** students for the real working world by connecting them with professional role-models



We **DEVELOP** financially independent students to empower our future generations



We **TEACH** young people valuable life skills using fun, interactive and hands-on programs

Some of our supporters across industries include:



\$100,000 Ambassador's Circle

ADOPT AN ENTIRE JA NEIGHBORHOOD FOR ONE YEAR | Approx. Reach: 2,000 students

IMPACT: JA Classroom, JA Job Shadow or JA Finance Park experience for each student

Neighborhood includes:

- ◇ 2 Large Elementary Schools — Every child in school receives JA
- ◇ 1 Middle School — JA Finance Park for every 8th grade student
- ◇ 1 High School — JA Classroom Programs & JA Job Shadow for 15 Classes

Each student will receive 5-12 hours of JA Programming

JASoCal can reserve these volunteer service hours for your employees

\$75,000 Chairman's Circle

ADOPT A SMALL JA NEIGHBORHOOD FOR ONE YEAR | Approx. Reach: 1,500 students

IMPACT: JA Classroom, JA Job Shadow or JA Finance Park experience for each student

Neighborhood includes:

- ◇ 2 Small Elementary Schools — Every child in school receives JA
- ◇ 1 Middle School — JA Finance Park for every 8th grade student
- ◇ 1 High School — JA Classroom Programs & JA Job Shadow for 15 Classes

Each student will receive 5-12 hours of JA Programming

JASoCal can reserve these volunteer service hours for your employees

\$50,000 Chairman's Circle

ADOPT A SMALL JA NEIGHBORHOOD FOR ONE YEAR | Approx. Reach: 1,000 students

IMPACT: JA Classroom, JA Job Shadow or JA Finance Park experience for 40-60 classrooms

Neighborhood includes:

- ◇ 1 Elementary Schools — Every child in school receives JA
- ◇ 1 Middle School — JA Finance Park for ten 8th grade classes
- ◇ 1 High School — JA Classroom Programs & JA Job Shadow for 15 Classes

Each student will receive 5-12 hours of JA Programming

JASoCal can reserve these volunteer service hours for your employees

\$25,000—\$50,000 JA Finance Park Storefront Sponsor (President's Circle)

Join our impressive network of JA Finance Park storefront sponsors and successful brands, including: Toyota, Delta Air Lines, Bank of America, State Farm, Union Bank, and Capital One 360

Prominently display your brand to nearly 15,000 students, parents and community leaders each year

Sponsors have the opportunity to fully brand the exterior and interior of the storefront including (if desired) repainting to brand-appropriate colors, installing company furniture or flat-screens.

SPONSOR AN ANNUAL EVENT

The 16th Annual Pinnacle Golf Tournament benefitting JASoCal

October 16, 2017 at Sunland Golf Club

JASoCal Board member Avo Amirian hosts this tournament that features a great day of golf, bbq lunch, margaritas on the course, cocktail reception, auction and awards dinner at a beautiful desert-like golf course in Sunland.

10 Year Anniversary Celebration of JA Finance Park

November 9, 2017 at JA Finance Park

JASoCal celebrates a decade of teaching financial literacy and work readiness skills to tens of thousands of students throughout SoCal. Keynote Speaker, Mike Curb & the Curb Family honors Paul McGunnigle of Howard Building Corporation along with the many Pioneers & Champions that made JA Finance Park come to life.

JA Student Entrepreneurship Challenge (JASEC)

April 20, 2018 at JA Finance Park

A full-scale student competition where the top student-led businesses coming out of this year's JA Company Program® exhibit their products and pitch their business plan presentations to a panel of judges (think mini-*Shark Tank*). The winning business will go on to compete at the JA USA National Competition in Washington D.C.

The 22nd Annual JASoCal Golf Classic

April 30, 2018 at Riviera Country Club

Join us at one of the premier golf tournaments in Southern California, The Riviera Country Club in Pacific Palisades. This prestigious event hosts 132 of LA's Top Executives and features an incredible day of golf, BBQ lunch, hosted cocktails with a silent auction, awards dinner, and a live auction.

EVENT SPONSORSHIP OPTIONS

\$30,000 — \$50,000 Event Sponsor

IMPACT: Provides JA Programming for 600 — 1,000 students

SPONSORSHIP OPTIONS & BENEFITS (Choose from one of the following):

- Title Sponsor — 22nd Annual JA Golf Classic (Sold Out)
- Champion Sponsor — 22nd Annual JA Golf Classic (\$30K - Two available)
Eight (8) tournament spots + Sponsor Cocktail Reception or Awards Dinner

\$20,000 — \$30,000 Event Sponsor

IMPACT: Provides JA Programming for 400—500 students

SPONSORSHIP OPTIONS & BENEFITS (Choose from one of the following):

- Title Sponsor — JA Student Entrepreneurship Challenge (\$25K)
- Platinum Sponsor—10 year Anniversary JA Finance Park (\$25K)

\$10,000 — \$20,000 Event Sponsor

IMPACT: Provides JA Programming for 200 — 400 students

OPTIONS & BENEFITS (Choose from one of the following):

- **Gold Sponsor — 10 Year Anniversary of JA Finance Park (\$15K)**
- **Silver Sponsor — 10 Year Anniversary of JA Finance Park (\$10K)**
- **Leadership Sponsor — 22nd Annual JA Golf Classic (\$18K)**
Four (4) tournament spots + Sponsor Water, Technology or Photography
- **Classic Sponsor — 22nd Annual JA Golf Classic (\$15K)**
Four (4) tournament spots + Sponsor one On-Course Activity
- **Executive Foursome — 22nd Annual JA Golf Classic (\$12K)**
Four (4) tournament spots

\$5,000 — \$10,000 Event Sponsor

IMPACT: Provides JA Programming for 100 — 200 students

OPTIONS & BENEFITS (Choose from one of the following):

- **Title Sponsor—Pinnacle Golf Tournament (\$5K)**
- **Bronze Sponsor — 10 Year Anniversary of JA Finance Park (\$5K)**
- **Silver Sponsor — JA Student Entrepreneurship Challenge (\$5K)**

\$2,500 — \$5,000 Event Sponsor

IMPACT: Provides JA Programming for 50 — 100 students

OPTIONS & BENEFITS (Choose from one of the following):

- **Activity or Meal Sponsor—Pinnacle Golf Tournament (\$2,500—4,000)**
- **Copper Sponsor — 10 Year Anniversary of JA Finance Park (\$2,500)**
- **Bronze Sponsor — JA Student Entrepreneurship Challenge \$2,500)**
- **On-Course Tee Box Vendor — 22nd Annual JA Golf Classic (\$2,500 / Golf not included)**
- **Activity or On-Course Contest Sponsor — 22nd Annual JA Golf Classic (\$4K / Golf not included)**

\$500 — \$2,500 Event Sponsor

IMPACT: Provides JA Programming for 10 — 50 students

OPTIONS & BENEFITS (Choose from one of the following):

- **Product or Meal Sponsor — Any event, please inquire with JA Representative**
- **Tee Sign Sponsor — 22nd Annual JA Golf Classic (\$500 ea. / Golf not included)**