



JA
South Western
Ontario

Member of
JA Canada

BELIEVE IN THE BOUNDLESS POTENTIAL OF YOUNG PEOPLE.

Partner with Junior Achievement to bring
relevant hands-on learning to local students



From:

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Sponsorship Opportunities

jaswo.org

Partnering with JA

We view our sponsors as partners in our mission and work collaboratively to find the opportunity that works best to meet your corporate goals and priorities. We have options for employee engagement, corporate promotion, and community connections, so let's discuss your needs!

The lasting impact of your support



JA Alumni are 50% more likely to open their own business which leads to innovation, new jobs and wealth creation.



75% of Achievers stated that JA has had a significant impact in the development of their financial literacy and decision-making skills.



65% of Achievers stated that JA has had a significant impact on their decisions to stay in school and enroll in post-secondary education.



JA SOUTH WESTERN ONTARIO IMPACT 2022-2023



21,681
students



270
schools



903
classes



549
volunteer
engagements

Events

We have two high profile events that offer a wonderful opportunity to highlight your organization to the community and engage your employees:



Programs

Our programs are making a difference with every student we reach. We offer in-class and after-school programs for students in Grades 4-12, an after-school Company Program for high school students, live and virtual program events, and summer business camps.

Our programs focus on three core pillars:



**FINANCIAL
HEALTH**



**WORK
READINESS**



ENTREPRENEURSHIP

Hall of Fame Events



London: October 25th, 2023 | RBC Place London

Waterloo: May 8th, 2024 | Bingeman's Conference Centre Kitchener

Recognizing the Best in their Business

LAUNCH
\$3,000

- Four tickets
- Name recognition in all gala media and promotional materials
- Name recognition in the gala event program (digital)

VENTURE
\$4,000

- One table of 8
- Name recognition in all gala media and promotional materials
- Half-page advertisement in the gala event program (digital)

INCUBATE
\$6,000

- One table of 8
- Logo recognition in all gala media and promotional materials
- Promotion through social media (1 post before gala)
- Full-page advertisement in the gala event program (digital)
- Company profile through a half-page story or half-page ad with link to sponsor website through JA website - one month before and after
- Ability to provide promotional material/swag item to attendees at gala

ACCELERATE
\$10,000
(4 available)

- Two tables of 8
- Logo recognition in all gala media and promotional materials
- Logo recognition on JA South Western Ontario website
- Verbal recognition during the gala
- Two-page advertisement in the gala event program (digital)
- Recognition on Gala celebration page in JA South Western Ontario annual report
- Recognition on digital road sign at JA South Western Ontario London office
- Company profile through a half-page story or half-page ad with link to sponsor website through JA website - one month before and after
- Opportunity to participate in sponsor video to be shown during gala
- Ability to provide promotional material/swag item to attendees at gala
- Promotion through social media (1 post before and after gala) + Instagram reel at gala

INNOVATE
\$15,000
(Exclusive)

London - SOLD
Waterloo - Available

- Two tables of 10 (or equivalent tickets)
- Prominent logo recognition and placement in all gala media and promotional materials
- Verbal recognition during the gala
- Two-page ad in gala program (digital) – prime placement
- Opportunity to participate in sponsor video to be shown during gala
- Opportunity to make remarks at inductee announcement event (2-3 minutes) and at gala (3-5 minutes)
- Recognition on Gala celebration page in JA South Western Ontario annual report
- Promotion through social media (2 posts before and after gala) + Instagram reel at gala
- Ability to provide promotional material/swag item to attendees at gala
- Ability to provide one communication piece to attendees via JA South Western Ontario
- Recognition on digital road sign at JA South Western Ontario London office
- Company profile through a full-page story and one page ad with link to sponsor website through JA website for one month before and after
- Tour of 'Company Program', JA signature student entrepreneurship program, in action at the London JA office.
- Recognition in email footer used by JA South Western Ontario staff for month leading up to gala

Our Programs

Our program sponsors have the opportunity to bring their professional expertise first-hand to local students in Grades 4-12. We have employee engagement opportunities of all sizes, as well as the ability to feature your company alongside our immersive programs in financial health, work readiness, and entrepreneurship.

JA South Western Ontario programs include:



More than Money (Grade 4)

Students learn about earning, spending, sharing, and saving money.



Our Business World (Grade 5)

Students explore how businesses are created and what makes them thrive.



A Business of our Own (Grade 6)

Students learn how to start a business, produce and promote their products, track their finances, and manage a team.



Dollars with Sense (Grade 7)

Students get the vital tools they need to make smart financial decisions, live debt-free and become savvy investors.



Economics for Success (Grade 8)

Students learn what's needed to succeed in today's workforce and think about life after high school.



World of Choices (Grades 8-10)

Students come together with career mentors to explore different career paths.



Personal Finance (Grades 9-12)

Students gain personal money management skills including spending wisely, budgeting, saving, investing, and using credit.



Company Program (Grades 9-12)

Over several months, students learn how to organize and operate a real business.



Investment Strategies (Grades 9-12)

Students learn how to save and invest for the future. With an online stock market simulation, students manage their own simulated stock portfolio.



elementary school programs



middle school programs



secondary school programs

In-Class Program Sponsorships

Bringing relevant, hands-on learning to empower our students and transform our communities.

START \$1,000

- Listed in Annual Report
- Final impact report
- Listed on JA website for one year
- Employee engagement opportunities

IMPACT \$5,000

- Benefits of a Start Sponsor
- Social media recognition one post on each of our social media channels

IMMERSIVE \$10,000

- Benefits of an Impact Sponsor
- Name on JACampus.org for one year
- Recognition through applicable parent, teacher, and promotional communications for one year

INSPIRATION \$25,000

- Benefits of an Immersive Sponsor
- Company Logo on JACampus.org for one year
- Social media recognition with one post on each of our social media channels
- Messaging on JA's electronic sign on Wharncliffe Rd, London for two weeks
- Listed in Major Gift category in Annual Report
- Opportunity for Employee Impact Day

BOUNDLESS \$50,000

- Benefits of an Inspiration Sponsor
- Permission to promote JA Logo on sponsor website for one year
- Social media recognition through two posts on each of our channels
- Messaging on JA's electronic sign on Wharncliffe Rd, London for one month
- Interim impact report
- Media release about partnership with JA
- Company profile through a full-page story with link to sponsor website through JA South Western Ontario website for one month
- Logo link on JA website back to company website for one year

The cost to provide an in class learning experience is \$50/student and \$1,000/class.

Comprehensive Program Sponsorships

Uniquely impactful learning experiences that empower students for life

JA COMPANY PROGRAM

Providing high school students the opportunity to create and operate a real business in a team of 12-15 students with the guidance of mentors from the local business community over an 18-week period.

SINGLE COMPANY \$3,500

- Corporate Sponsor for one student company
- Listed in Annual Report
- Final impact report
- Listed on JA website for one year
- Employee engagement opportunities
- Group Social media recognition, one post on each of our social media channels
- Logo Signage Recognition at Company Program events

COMPANY TRIFECTA \$12,500

- Benefits of a Single Company Sponsor
- Corporate Sponsor for three student companies
- Individual social media recognition, one post per channel
- Messaging on JA's electronic sign on Wharncliffe Rd, London for one month
- Premium Logo signage recognition at Company Program events
- Opportunity to present premiere award at Celebration of Excellence

JA CAMP STARTUP

In this one-week summer day camp, campers aged 8-13 create and operate a business of their own - from idea to production to marketing to sales.

LIGHTBULB \$1,000

- Listed in Annual Report
- Listed on JA website for one year

PITCH \$2,500

- Benefits of a Lightbulb Sponsor
- Group Social media recognition, one post on each of our social media channels
- Opportunity for campers to tour your business

PRODUCTION \$5,000

- Benefits of a Pitch Sponsor
- Individual social media recognition, one post per channel
- Ability to sponsor specific camp activity with related recognition, i.e. camp store or transportation with corresponding on-site signage

MARKETPLACE \$10,000

- Benefits of a Production Sponsor
- Messaging on JA's electronic sign on Wharncliffe Rd, London for one month
- Listed in Major Gift category in Annual Report
- Logo recognition at public JA Marketplace during Sales Day
- Logo recognition on Camper T-shirts

Program Events

Larger-scale field trip/virtual events, conferences, or summits

Exciting interactive events between students and volunteers, such as JA World of Choices Conferences and Career Hunts or the JA Personal Finance Event

HELLO \$1,000

- Listed in Annual Report
- Listed on JA website for one year
- Opportunity to provide session mentor
- Logo recognition at event table/virtual room as applicable
- Ability to provide swag to all students

NETWORK \$2,500

- Benefits of a Hello Sponsor
- Group social media recognition, one post on each of our social media channels
- Ability to sponsor specific event activity with related recognition, i.e. breakfast or expo with activity-based signage

CONNECT \$5,000

- Benefits of a Network Sponsor, with different activity options that offer increased student engagement, i.e. lunch or panel
- Individual social media recognition, one post per channel
- Logo recognition on event slideshow
- Logo recognition on event sponsor sign
- Sponsor recognition from the podium

COLLABORATE \$10,000

- Benefits of a Connect Sponsor (excludes specific activity sponsorships)
- Prominent logo recognition on event sponsor sign
- Messaging on JA's electronic sign on Wharncliffe Rd, London for one month
- Recognition through applicable parent, teacher, and promotional communications for one year
- Listed in Major Gift category in Annual Report

MENTOR \$25,000

- Benefits of a Collaborate Sponsor
- Brief speaking opportunity during one event
- Final impact report
- Media release about partnership with JA
- Opportunity to provide digital ad image for event slideshow

PARTNER \$50,000

- Benefits of a Mentor Sponsor
- Opportunity to provide speaker for mainstage panel (where applicable)
- Company profile through a full-page story with link to sponsor website through JA South Western Ontario website for one month

Let's connect

The opportunities don't have to end here. Our team is happy to work with you to plan out other sponsorship and recognition opportunities that are unique to your company.

Let's discuss how to include our event and/or program options to give you the right sponsorship mix to meet your goals!



WORLD OF CHOICES
LIVE CAREER SUMMIT
A day of in-depth career exploration for students in Grades 9-12 with Career Mentors from a wide range of fields.



London and District Business Hall of Fame Gala



JA Company Program



JA In-Class Programs



World of Choices: Business Builders



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