



2025-2026 Sponsorship Levels

Title Sponsorship - \$50,000

Brand Recognition & Visibility

- Recognition as the exclusive Title Sponsor for all JA programming in JA serving St. Joseph County (SJC) for the full program year (not just a single event)
- Industry exclusivity: No other business from the same industry will be featured at this level
- Premier logo placement and name prominently featured in:
 - All curriculum guides, JA SJC digital newsletters, and school outreach materials
 - All public mentions, including press releases, media interviews, and JA SJC annual report
 - Digital and physical signage across *JA BizTown®* Elkhart, North Central *JA JobSpark®*, and local participating schools
 - JA SJC website and JA of Northern Indiana website

Engagement Opportunities

- First right of refusal to renew Title Sponsorship the following year
- Opportunity for a company representative to serve on the JA serving St. Joseph County board
- Invitation to speak at a signature event (ie. North Central *JA JobSpark* Kickoff or *JA BizTown* Elkhart Welcome)
- Included in co-branded volunteer days or participate in on-site recognition events at local school or student events

Direct Student Impact

- Covers JA programs for 40 local classes
- Covers *JA BizTown* Elkhart experience for 10 local classes

**Sponsorship levels can be tailored to fit how you'd like to support JA*

Diamond Sponsorship - \$25,000 cont.

Featured Publications

- Full-page sponsor ad & sponsor recognition in the North Central *JA JobSpark* Student Guidebook
- Full-page company feature (2026-2027 publication) in the *JA Career Exploration Guide*

Digital Engagement

- Inclusion on *JA Here to Career®* Virtual Platform
- Four featured social media posts

Event Participation

- Participation fee waived for:
 - *JA Career Ignite®*

Direct Student Impact

- Covers JA programs for 20 local classes
- Covers *JA BizTown* Elkhart experience for 5 local classes

**Sponsorship levels can be tailored to fit how you'd like to support JA*

Platinum Sponsorship - \$10,000

Choose One:

- Hospitality or Lanyard Sponsor of North Central *JA JobSpark*
- JA In A Day (JAID) Sponsor for JA SJC programming

Brand Recognition & Visibility

- First right of refusal to renew Platinum Sponsorship the following year
- Recognition on applicable event signage, JA SJC website and JA of Northern Indiana website
- Featured in JA SJC digital newsletter
- Sponsor recognition and half page ad in the North Central *JA JobSpark* Student Guidebook
- Full-page company feature (2026-2027 publication) in the *JA Career Exploration Guide*

Digital Engagement

- Inclusion on *JA Here to Career* Virtual Platform
- Two featured social media posts

Event Participation

- Participation fee waived for:
 - *JA Career Ignite*

Direct Student Impact

- Covers JA programs for 10 local classes
- Covers *JA BizTown* Elkhart experience for 3 local classes

**Sponsorship levels can be tailored to fit how you'd like to support JA*

Diamond Sponsorship - \$25,000

Choose One:

- Presenting sponsor of North Central *JA JobSpark*
- Presenting sponsor of JA SJC In-School Programming
- Presenting sponsor of JA SJC visits to *JA BizTown* Elkhart

Brand Recognition & Visibility

- First right of refusal to renew Diamond Sponsorship the following year
- Premier placement and recognition on all materials related to your selected sponsorship, including:
 - Promotional materials, event signage, press releases, social media, printed publications, and community presentations
 - JA SJC and JA of Northern Indiana websites
 - JA SJC digital newsletters

Gold Sponsorship - \$5,000

Choose One:

- Exclusive industry cluster sponsor at North Central *JA JobSpark*
 - Advanced Manufacturing, Engineering and Logistics
 - Agriculture, Food and Natural Resources
 - Architecture, Engineering and Construction
 - Business and Finance
 - Government, Law and Public Service
 - Health and Life Sciences
 - Hospitality and Tourism
 - Technology
- *JA BizTown* Elkhart Sponsor for JA SJC local school

Brand Recognition & Visibility

- Recognition on applicable event signage and JA SJC website
- Featured in JA SJC digital newsletter
- Sponsor recognition and quarter page ad in the North Central *JA JobSpark* Student Guidebook
- Half-page company feature (2026-2027 publication) in the *JA Career Exploration Guide*

Digital Engagement

- Inclusion on *JA Here to Career* Virtual Platform
- One featured social media post

Event Participation

- Participation fee waived for:
 - *JA Career Ignite*

Direct Student Impact

- Covers JA programs for 5 local classes
- Covers *JA BizTown* Elkhart experience for 1 local class

**Sponsorship levels can be tailored to fit how you'd like to support JA*

Bronze Sponsorship - \$3,000

Brand Recognition & Visibility

- Recognition on applicable event signage and JA SJC website
- Featured in JA SJC digital newsletter
- Sponsor recognition and quarter page ad in the North Central *JA JobSpark* Student Guidebook
- Half-page company feature (2026-2027 publication) in the *JA Career Exploration Guide*

Digital Engagement

- Inclusion on *JA Here to Career* Virtual Platform

Event Participation

- Participation fee waived for:
 - *JA Career Ignite*
 - North Central *JA JobSpark* In-Person

Direct Student Impact

- Covers JA programs for 3 local classes

**Sponsorship levels can be tailored to fit how you'd like to support JA*

JA Hero Sponsorship - \$1,000

Brand Recognition & Visibility

- Recognition on JA SJC website
- Sponsor recognition in the North Central *JA JobSpark* Student Guidebook
- Company logo on North Central *JA JobSpark* website and continued recognition as founding supporter

Digital Engagement

- Inclusion on *JA Here to Career* Virtual Platform

Direct Student Impact

- Covers JA programs for 1 local class

**Sponsorship levels can be tailored to fit how you'd like to support JA*

JA Program Index:

JA Career Ignite: An interactive in-person career fair for over 9,000 10th - 12th grade students that connect them to post-secondary opportunities in Employment, Enrollment, Enlistment, and Entrepreneurship.

JA JobSpark: An in-person interactive career expo that connects thousands of 8th & 9th grade students to businesses to "spark" their interest in careers and get them excited for their future.

JA Career Exploration Guide: Print and digital publication to help middle and high school students explore a wide variety of career paths and post-secondary options. It is distributed to over 15,000 students annually across Northern Indiana.

JA Here to Career Virtual Platform: An interactive, virtual career exploration hub designed to connect middle and high school students with local employers, career pathways, and real-world insights.



Junior Achievement™
of Northern Indiana | St. Joseph County

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