



JA BIZTOWN®



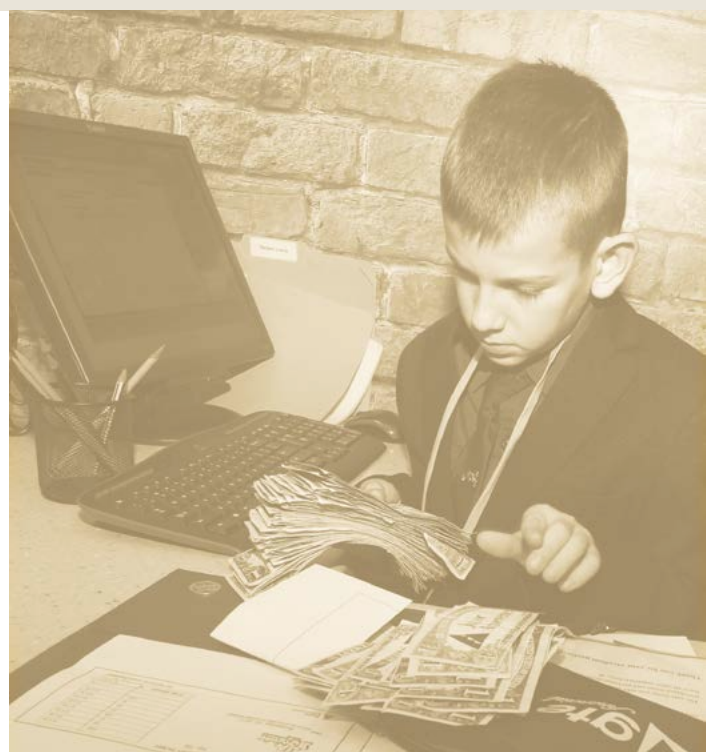
JA BIZTOWN™ MOBILE

Beginning in the 2019-20 School year, Junior Achievement of Alachua County will deliver workforce readiness, financial education and entrepreneur skills to every Alachua County fifth grader. JA BizTown combines in-class learning with a day-long visit to a simulated town. This popular program allows elementary school students to operate banks, manage restaurants, write checks, and vote for mayor. The program helps students connect the dots between what they learn in school and the real world.

JA BIZTOWN PROGRAM CONCEPTS

Lifelong Learning, Goal Setting, Failure, Success, Decision-Making, Ethics, Entrepreneurial Thinking, Competition, Market Research, Loans, Interest, Principal, Payments, Recycling, Utilities, Health Care, Pricing, Teamwork, Innovation, Corporate Responsibility, Customer Service, Continuous Improvement, Citizenship, Community, Goods, Services, Resources, Economy, Free Enterprise, Taxes, Philanthropy and Financial Services.

**INSPIRE 100% OF ALACHUA COUNTY
5TH GRADERS THROUGH JA BIZTOWN**



Sponsors empower our children to learn the value of education to their future success in the Free Enterprise System. Junior Achievement appreciates your consideration of sponsoring a JA BizTown storefront. The annual sponsorship fees range from \$5,000 to \$15,000 annually for a five year partnership.

Junior Achievement programs are regularly and independently evaluated at both the local and national levels to ensure the highest program quality. These evaluations continue to demonstrate that Junior Achievement programs provide long-term gains in student learning.

JA BIZTOWN® STOREFRONT OPPORTUNITIES

SOLD!

JA BIZTOWN® WALL OF HONOR

Recognizing individual, foundation and corporate campaign investments
(five year recognition span)

BUILDER LEVEL:	PRESIDENT LEVEL:	CHAIRMAN LEVEL:	TRUSTEE LEVEL:
\$500 - \$999	\$1,000 - \$1,499	\$1,500 and \$2,499	\$2,500 and above

JA BizTown™ Mobile is an interactive marketplace, representative of the local business community. Included in all storefront sponsorship levels:

- **Design**, including up to 8 hours of art direction, within the appropriate specifications and interactive technologies that create an authentic and immersive brand experience.
- **Brand presence** within the JA BizTown curriculum and simulation.
- A printed and laminated business-branded **storefront entrance sign**.
- A printed and laminated business-branded **rear wall graphic**.
- **Student-held jobs** that emulate the brand's operations.
- **Brand exposure** during weekends as part of The Cade Museum's general operations.