



## "NAMED SPONSOR" ENTREPRENEURSHIP ACADEMY & LAB

The JA Entrepreneurship Academy & Lab at Emarc Collective will deliver entrepreneurship and its opportunities to nearly 1,000 young people annually, educating and inspiring young people to embrace entrepreneurial thinking, to drive innovation and strengthen our global economy. Entrepreneurs drive America's economy, accounting for the majority of our nation's net new jobs and innovations. To ensure our region remains competitive and vibrant, Junior Achievement (JA) of Tampa Bay continues to invest in cultivating the next generation of entrepreneurs.

The JA Entrepreneurship Academy & Lab will be located at Emarc Collective, which is a new physical innovation hub in downtown Tampa opening in November 2019. Emarc Collective will make Tampa Bay a prime destination for diverse entrepreneurial talent to make an impact professionally and personally. The JA Entrepreneurship Academy & Lab will support



their goal in creating opportunities that will attract our young people to stay in Tampa Bay for their careers inside of startups and innovative larger corporations. However, at the forefront, Junior Achievement's partnership with Emarc Collective will develop the future pipeline of young entrepreneurs through Junior Achievement's middle and high school students and programs.

The JA Entrepreneurship Academy & Lab will provide ongoing entrepreneurship and business planning, encouragement and consultation to secondary students. The program participants will unlock their innate ability to solve a problem or fill a need in their community utilizing an entrepreneurial spirit. Students will gain skills, which include accountability, creativity, critical thinking, collaboration, decision-making, idea development, leadership, product evaluation, speaking, sales, self-assessment, evaluating information and teamwork.





## Realizing Potential through Entrepreneurship

Developing the JA Entrepreneurship Academy & Lab within a world-class innovation hub in downtown Tampa will provide:

- Hillsborough County public schools, private schools and neighboring school districts an opportunity to cultivate their students' entrepreneurial spirit.
- An opportunity to cultivate partnerships through numerous youth development organizations.
- The stage to reward and recognize student entrepreneurs through local, national and international competitions and compete for scholarship awards.
- Access to a state-of-the art 632 sq. ft. lab, which holds 30-60 students with additional space available upon request for larger events.
- Introductions to "adult" entrepreneurs based at Embarc Collective providing insight and motivation to JA Job Shadow students.
- The environment for a teenage technology startup to develop annually.

## JA Works - JA Alumni Research Report

- 93% have a high school diploma or GED
- 67% more likely to have an advanced degree
- 30% more likely to have a Bachelor's degree
- 80% satisfied with their career
- 143% more likely to be involved in entrepreneurial activities
- 20% higher income

*The results of this research indicate JA Alumni, when compared to the general public, have higher levels of educational attainment, career satisfaction, financial capability, entrepreneurial activity, and household income.*

## JA Entrepreneurial Lab Campaign

Junior Achievement will raise an investment pool for the implementation and operations of the JA Entrepreneurship Academy & Lab located within Embarc Collective beginning in 2019-20 school year through 2024.

By 2022, Junior Achievement will engage with 1000 students annually through a special entrepreneur track of JA Job Shadow that includes in-school curriculum for high school students and the opportunity to join a teenage operated technology startup company through the guidance of entrepreneurial adult mentors.

## Five Year Partnership Opportunities

|  | Total Investment | Annual Investment | Investment |
|--|------------------|-------------------|------------|
| Named Sponsor JA Entrepreneurial Lab<br><i>(Internal branding)</i> | \$500k           | \$100K/YR.        | 1          |
| JA Entrepreneurship Academy Sponsor                                | \$125K           | \$25K/YR.         | 1          |
| Competition and Scholarship Partner                                | \$50K            | \$10k/YR.         | 4          |
| School Partner   | \$25K            | \$5K/YR.          | 18         |

**SPONSORS HAVE FIRST RIGHT OF RENEWALS.**

Investment Levels/Benefits

**"Named Sponsor" JA Entrepreneurship**

**Academy & Lab** *\$100K per year; 5-year commitment*

Exclusive investment in the regional implementation systemic transformation garnered by the development of the JA Entrepreneurship Academy & Lab.

Brand recognition through the naming of the space/lab for Junior Achievement and its financial sponsor. The physical Lab recognition will be branded for Junior Achievement/sponsor, and in addition, the Lab would be referenced as the "named sponsor" Junior Achievement Entrepreneurship Lab and all marketing/written communication of Embarc Collective events. The JA Entrepreneurship Academy students will also be recognized with the "Named Sponsor" through apparel and identification in all communications.

**JA Entrepreneurship Academy Sponsor**

*\$25K per year; 5-year commitment*

Exclusive investment supporting a teenage technology startup company with 20-30 students per year annually. Your sponsorship will be recognized within the physical Lab and in all marketing/written communication concerning the program.

**Competition and Scholarship Partner**

*\$10K per year; 5-year commitment*

*Four (4) opportunities.*

Sponsor the Junior Achievers regional and potential national/international competitions and scholarship awards program. Your sponsorship will be recognized within the physical Lab and in all marketing/written communication concerning the program.

**JA Entrepreneurship School Partners**

*\$5K per year; 5 year commitment*

*Eighteen (18) opportunities.*

Sponsor the Junior Achievers from an individual school underwriting the curriculum, transportation and lunch for approximately 50 student participants. Your sponsorship will be recognized within the physical Lab and in all marketing/written communication concerning the program.

**About Junior Achievement of Tampa Bay:**

Junior Achievement of Tampa Bay inspired 81,307 students through the support of 6,904 volunteers in the twelve-county region. Junior Achievement is a non-profit organization that delivers K-12 programming for entrepreneurship, financial literacy and career readiness including two capstone programs of JA BizTown and JA Finance Park. For more information on the organization, visit [jatampabay.org](http://jatampabay.org)

**About Embarc Collective**

Embarc Collective exists to make Tampa Bay a prime destination for diverse entrepreneurial talent to make an impact – professionally and personally. Embarc Collective is a central landing zone built for our community – opening March 2019 that will provide a physical space for technology startup support, public programming / trainings and corporate engagement. Embarc Collective is 32,000 Sq. ft. and located within the District 3 Building in downtown Tampa.

**For sponsorship opportunities, contact:**

**Richard George**

President | Junior Achievement of Tampa Bay

[richard.george@ja.org](mailto:richard.george@ja.org)

Office: 813-605-1765

Mobile: 727-430-0965