



**ONE DAY** of  
running a business  
is worth  
a **LIFETIME**  
of talking about it.



**JA BizTown®**

presented by  
Pam and Les Muma



# JOINT VENTURE



This is an opportunity for your organization to partner with Junior Achievement of Tampa Bay to create lasting multiple impressions which will reach EVERY Hillsborough County family.

## JA BIZTOWN PARTNERS

Sponsors empower our children to learn the value of education to their future success in the free enterprise system. Junior Achievement appreciates your support and future consideration of securing a storefront sponsorship



Bank of America





# IMAGINE

**a city** where young consumers rush to the bank to deposit their paychecks, sales clerks create merchandise displays and reporters interview local business leaders to get the most up-to-date story. Across the way the restaurant prepares for the lunch hour and the mayor meets with business managers to get an understanding of current economic trends. This could be any city in the country, but it is this image that perfectly describes a day at **JA BizTown presented by Pam and Les Muma.**



# 219 SCHOOLS



96%

of teachers stated that the JA curriculum helps **prepare students to be successful in the future.**

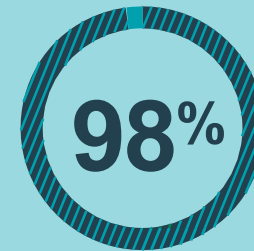


94%

of participating students plan to **share what they learned** in JA with their family.

93%

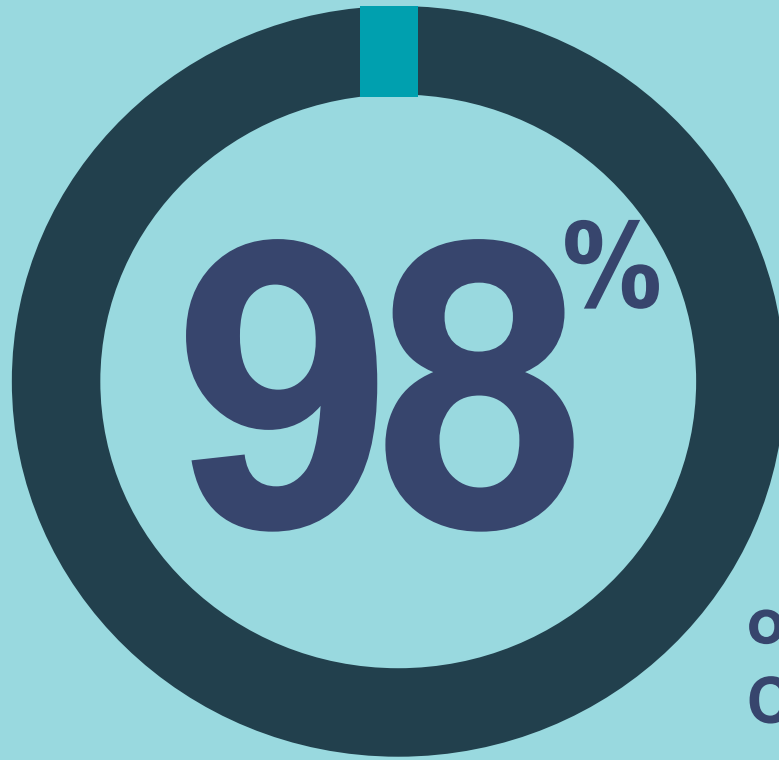
of the teachers stated that the JA curriculum helps prepare students to make **good decisions about money**



of the teachers stated that the JA curriculum **connects what students learn** in the classroom with the outside world and their future.

250,000

students **have attended** JA BizTown since inception



of Hillsborough  
County 5th graders

participate in JA BizTown in Tampa.  
Additionally, students from six  
surrounding counties also participate.

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91%

of the teachers stated that the JA curriculum exposes  
students to **new career possibilities**



98%

of the teachers stated that the JA curriculum reinforces the  
**value of an education**





# PROGRAM CONCEPTS

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.

**Lifelong learning**

**Goal setting**

**Failure**

**Success Decision**

**making Selling**

**price Profit**

**Ethics**

**Entrepreneurial thinking**

**Advertisements**

**Competition**

**4Ps of marketing**

**Market research**

**Loans**

**Interest**

**Principal**

**Payments Debt**

**Taxes Recycling**

**Utilities**

**Energy conservation**

**Health care**

**Pricing**

**Inventory**

**Business profiles**

**Quality business**

**Teamwork**

**Innovation**

**Corporate responsibility**

**Customer service**

**Continuous improvement**

**Best practices Citizenship**

**Community**

**Goods**

**Services**

**Resources**

**Economy**

**Free enterprise**

**Public goods and services**

**Taxes**

**Philanthropy**

**Nonprofit organizations**

**Financial services**

“Wonderful experience for my daughter to see how businesses are run. Also to experience different parts of the business. It was well set up and organized. And we thank all the sponsors that support the Junior Achievement program.” – Parent volunteer

“Great method of teaching children financial literacy and workforce readiness! The staff and children were well prepared and everyone was just as enthusiastic as the volunteers!!” – Volunteer



# JA BIZTOWN STOREFRONT OPPORTUNITIES

STOREFRONT

**401 sq ft**

**\$25-30,000**  
*per year for a  
3 year minimum*

STOREFRONT

**217 sq ft**

**\$15-20,000**  
*per year for a  
3 year minimum*

"The Tampa Bay Lightning have been very fortunate to have a store front in JA BizTown since inception in 2005. The power of nearly 20,000 students annually, the fans of our future, and the countless parents and volunteers interacting with our brand is one of the best marketing decisions we have made. The fact that we can also contribute to the future financial literacy and life lessons is icing on the cake. Measuring the partnership is something we take seriously, this is not just a community give back, this is an investment in our brand and developing future fans. We could not be happier with our partnership with Junior Achievement."

— Jarrod Dillon, EVP, Sales & Marketing, Tampa Bay Lightning, Tampa Bay Sports & Entertainment



# BE THE ONES THEY TALK ABOUT FOR A LIFETIME



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