



Junior  
Achievement  
of Memphis & the Mid-South



# INSPIRE

HANDS ON. MINDS OPEN.

SPONSORSHIP OPPORTUNITIES





Dear friend,

*“What do you want to be when you grow up?”*

It’s one of those annoying questions adults ask children all the time. But at Junior Achievement of Memphis and the Mid-South, that question is now a gateway to discovery, thanks to our program—JA Inspire.

Building on our comprehensive offerings for middle school students, JA Inspire helps thousands of 8th graders learn about all the fascinating career paths available to them through our self-guided curriculum and hands-on expo.

Every year, this dynamic program brings together a showcase of interactive exhibitors, education partners, and immersive career activities to create a memorable and meaningful experience for all the children participating, no matter their background or interests.

**Trust me, you’ll want to be part of this.**

JA Inspire will lead students along career journeys they may never have considered—from **Farm to Table** (featuring careers in agriculture and hospitality) or from **Studio to Stadium** (featuring careers in entertainment and communications). We can’t wait to show off all the great organizations and opportunities our region has to offer our children.

Now is the time to make sure your company or organization is involved. Everything you need to get started is in this booklet.

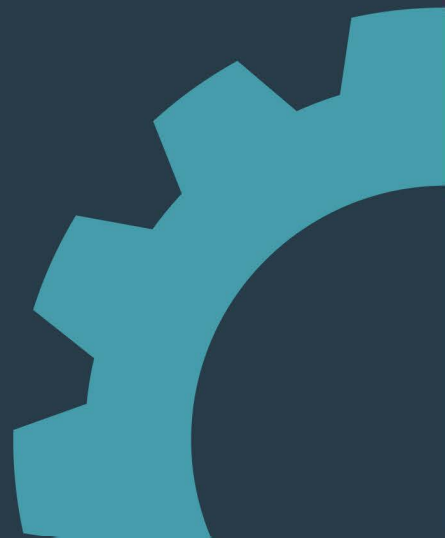
Join us and help show our children just how exciting the future can be!

Thank you,



Leigh Mansberg  
President/CEO

Junior Achievement of Memphis and the Mid-South



## WHAT IS JA INSPIRE?

JA Inspire is a Junior Achievement program that includes a three-day, hands-on career expo for 8th grade students. It is a powerful, interactive experience that brings together industry leaders and regional schools for an exciting look into fast-growing, high-demand careers available in our region. It is more than a career fair; it exposes students to diverse career pathways and helps launch them into their future—high school, college, careers, and beyond.

Students will begin their exploration with mostly abstract notions and will end up focused and activated, with real insights on what industries interest them, what specific careers are like, and what education is required to do those jobs successfully. JA Inspire offers students the opportunity to learn about careers directly from industry professionals in time to begin planning their high school coursework and better prepare for life after graduation. For businesses, this is a chance to build your future workforce.

To accomplish this goal, JA Inspire provides a framework for the career opportunities available to students through bookend experiences that will allow them to utilize their skills and talents differently. The interconnectivity of careers is explored using the following JA Journeys:



For sponsorship reservations, please visit [www.juniorachievementinspire.org](http://www.juniorachievementinspire.org).

In-kind sponsorship opportunities are also available. Inquire about details by emailing [mkanowitz@jamemphis.org](mailto:mkanowitz@jamemphis.org).

***“JA Inspire definitely exceeded our scholars’ expectations – they were expecting a lecture on business, with a PowerPoint. They loved that various businesses gave them a chance to perform an active role.”***

***- Power Center Academy High School Educator***

# 2024 JA INSPIRE SPONSORSHIP PACKAGES

## Presenting Sponsor - \$50,000 (1 available)

**Company name in event title**  
**VIP experience guest speaker**  
**Company listed on VIP experience materials**  
**Company logo on event signage**  
Company logo included on promotional materials  
Prominent recognition in virtual platform  
Company logo in student passport  
Company logo on JA Inspire website  
Recognition in JA Impact Report  
Participation fee included  
(3) social media spotlights

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## Journey Sponsor - \$25,000 (5 available)

*Supports one of the following JA Journeys: (1) Injury to Rehab, (2) Design to Production, (3) Farm to Table, (4) Studio to Stadium, and (5) What's Next*

**Company logo on journey-related signage**  
**Company listed on VIP experience materials**  
**Company logo on event signage**  
Company logo included on promotional materials  
Prominent recognition in virtual platform  
Company logo in student passport  
Company logo on JA Inspire website  
Recognition in JA Impact Report  
Participation fee included  
(2) social media spotlights

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## Prepare Sponsor - What We Learn Matters - \$15,000 (1 available)

*Supports curriculum design and educator training materials*

**Company logo on curriculum materials**  
**Company logo in the educator training video**  
Prominent recognition in virtual platform  
Company logo in student passport  
Company logo on JA Inspire website  
Recognition in JA Impact Report  
Participation fee included  
(1) social media spotlight

## **Ignite Sponsor - Get on Board and Get to Work - \$10,000 (3 available)**

*Supports student transportation and hospitality for the bus drivers*

### **Company logo on bus hospitality signage**

Prominent recognition in virtual platform

Company logo in student passport

Company logo on JA Inspire website

Recognition in JA Impact Report

Participation fee included

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## **Educate Sponsor - Job Search 101: In-Person and Better than Indeed - \$5,000 (4 available)**

*Supports the volunteer experience*

### **Company logo on volunteer t-shirts**

### **Company logo on volunteer hospitality signage**

Company logo on JA Inspire Website

Recognition in JA Impact Report

Participation fee included

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## **Cultivate Sponsor - Let's Engage the Community - \$3,500 (3 available)**

*Supports the VIP experience for Business Partners and Community Leaders activating our workforce pipeline as they experience and participate in Inspire.*

### **Company listed on VIP experience materials**

### **Serve as the host of the VIP Experience each day of the expo**

Company logo on JA Inspire Website

Recognition in JA Impact Report

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## **Inspire Sponsor - The Learning Starts Today: Give them the World - \$2,500**

*Supports a school's participation at the JA Inspire expo*

### **Company logo on coordinator materials for sponsored schools**

### **Company logo on school arrival signage at the expo**

Company logo on JA Inspire website

Recognition in JA Impact Report

***"JA Inspire was extremely engaging and educational for my students. They had an opportunity to be hands-on, which they were not expecting, especially since COVID. It was one of the best career fairs I've attended."***

*- Wonder Jr. High School Educator*

# 2024 JA INSPIRE SPONSORSHIP BENEFITS

|  | Inspire<br>\$2,500 | Cultivate<br>\$3,500 | Educate<br>\$5,000 | Ignite<br>\$10,000 | Prepare<br>\$15,000 | Journey<br>\$25,000 | Presenting<br>\$50,000 |
|--|--------------------|----------------------|--------------------|--------------------|---------------------|---------------------|------------------------|
| Company logo on JA Inspire website                           | X                  | X                    | X                  | X                  | X                   | X                   | X                      |
| Recognition in JA Impact Report                              | X                  | X                    | X                  | X                  | X                   | X                   | X                      |
| Participation fee included*                                  |                    |                      | X                  | X                  | X                   | X                   | X                      |
| Company logo in student passport                             |                    |                      |                    | X                  | X                   | X                   | X                      |
| Company logo on school arrival signage at the expo           | X                  |                      |                    |                    |                     |                     |                        |
| Company logo on coordinator materials for sponsored schools  | X                  |                      |                    |                    |                     |                     |                        |
| Serve as the host of the VIP Experience each day of the expo |                    | X                    |                    |                    |                     |                     |                        |
| Company logo on volunteer hospitality signage                |                    |                      | X                  |                    |                     |                     |                        |
| Company logo on volunteer t-shirts                           |                    |                      | X                  |                    |                     |                     |                        |
| Company listed on VIP experience materials                   |                    | X                    |                    |                    |                     | X                   | X                      |
| Prominent recognition in virtual platform                    |                    |                      |                    | X                  | X                   | X                   | X                      |
| Company logo on bus hospitality signage                      |                    |                      |                    | X                  |                     |                     |                        |
| Social media spotlight                                       |                    |                      |                    |                    | X                   | X                   | X                      |
| Company logo in the educator training video                  |                    |                      |                    |                    | X                   |                     |                        |
| Company logo on curriculum materials                         |                    |                      |                    |                    | X                   |                     |                        |
| Company logo included on promotional materials               |                    |                      |                    |                    |                     | X                   | X                      |
| Company logo on event signage                                |                    |                      |                    |                    |                     | X                   | X                      |
| Company logo on journey-related signage                      |                    |                      |                    |                    |                     | X                   |                        |
| VIP experience guest speaker                                 |                    |                      |                    |                    |                     |                     | X                      |
| Company name in event title                                  |                    |                      |                    |                    |                     |                     | X                      |



**JA Inspire Career Exploration Fair  
May 14-16, 2024  
Registration Form**

**CONTACT INFORMATION**

Organization \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Name \_\_\_\_\_ Contact Title \_\_\_\_\_

Contact E-mail \_\_\_\_\_ Contact Phone \_\_\_\_\_

**PARTICIPATION LEVEL**

*(Select one - please refer to the JA Inspire 2023 Sponsorship Opportunities Brochure for details on sponsorship levels.)*

- Presenting Sponsor - \$50,000       Journey Sponsor - \$25,000       Prepare Sponsor - \$15,000       Ignite Sponsor - \$10,000
- Educate Sponsor - \$5,000       Cultivate Sponsor - \$3,500       Inspire - \$2,500

INVOICE ME ON: \_\_\_\_\_       CHECK IS ENCLOSED

**Industry Cluster**

Booths will be placed in an exhibit hall according to industry journeys. Please indicate which industry cluster you represent.

- Agriculture, Food and Natural Resources
- Architecture and Construction
- Arts, A/V Technology and Communication
- Health Science
- STEAM
- Transportation, Distribution, and Logistics

**Booth Set-up**

Once your registration is received, a JA staff member will contact you regarding your booth set-up.

For more information on sponsorship opportunities,  
visit [juniorachievementinspire.org](http://juniorachievementinspire.org) or contact [mkanowitz@jamemphis.org](mailto:mkanowitz@jamemphis.org).

