



TITAN BUSINESS CHALLENGE

SPONSORSHIP OPPORTUNITIES

EQUIP THE NEXT GENERATION OF BUSINESS LEADERS

TOMORROW'S CEOS MADE TODAY

May 1, 2025

HOSTED BY





OUR PROGRAMS

We believe in the boundless possibilities for every student’s future. Junior Achievement programs are intensely focused on bringing relevancy and application into everyday learning. Through partnerships with the business and education communities, we bring curriculum to life by connecting volunteers from the community to deliver our programs. This transforms education by break down traditional barriers and giving every student unparalleled connectivity to the business world. By doing this, we can envision a world where young people have the skillset and mindset to build thriving communities.

OUR MISSION

It is our mission to inspire and prepare young people to succeed in a global economy. We empower young people to own their economic success by providing fun, hands-on K-12 programming that fosters work-readiness, entrepreneurship, and financial literacy education.

OUR APPROACH

JA’s unique approach allows volunteers from the community to deliver our curriculum while sharing their experiences with students. Embodying the heart of JA, our classroom volunteers transform the key concepts of our lessons into a message that inspires and empowers students to believe in themselves, showing them they can make a difference in the world.

ABOUT THE EVENT

The JA Titan Business Challenge is uniquely designed for high school students to test their skills at running a business in this ultimate business simulation! Teams go head-to-head as they make informed, intelligent business decisions in running their own global, virtual business. Students enter decisions about price, production, marketing, capital investment, and research and development. The impact of their decisions will lead to the success or failure of each company.

Each team acts as the Senior Management Team of their company and is responsible for developing business strategies and making “do or die” decisions quarter by quarter.

After completing the competition, a winner is announced based on their game scores. Each member of the four member team with the best score is awarded a scholarship.

LEARN MORE ABOUT OUR EFFORTS

michigangreatlakes.ja.org



Feelings about JA Participation

92%

Influenced Belief I Could Achieve My Goals

Percentage in Their “Dream Career”
*MidAmerica Nazarene College

***25%** Average Americans **69%** JA Alumni

Junior Achievement™

PAST TITAN WINNERS

2023

Grace Christian Academy

2022

Grace Christian Academy

2021

Beaver Island Community School

2020

Kent Career Tech Center

2019

Zeeland West High School

2018

Greenville High School



Junior Achievement
of the Michigan Great Lakes



**TITAN
BUSINESS
CHALLENGE**

SPONSORSHIP OPPORTUNITIES

BENEFITS	TITLE SPONSOR \$10,000 (1 AVAILABLE)	PRESENTING SPONSOR \$7,500 (2 AVAILABLE)	SUPPORTING SPONSOR \$5,000	CLASSROOM SPONSOR \$2,500	RESEARCH & DEVELOPMENT SPONSOR \$1,000	STUDENT TEAM SPONSOR \$500
Co-Brand: Sponsor will co-brand event with JA, including name as TITLE SPONSOR with prominent logo representations.	X					
JA Giving Champion*: Sponsor will qualify as a JA Giving Champion. Will be recognized at JA events throughout the year.	X					
Newsletter: Featured in JA email newsletter promoting the event. Distributed to 20,000+ constituents.	X	X				
Press Release: Sponsor will be featured in event press release that gets sent out to local media.	X	X				
Social Media: Sponsor will be recognized in a social media post thanking your sponsorship.	X	X	X			
Post-Event Letter: Sponsor will be featured in the thank you letters that get sent to all the sponsors post event.	X	X	X	X		
Website Event Page: Sponsor logo will be featured on the event page of our website promoting the event.	X	X	X	X	X	
Event Program: Sponsor will be featured in the event program distributed to all attendees, including students, speakers, and volunteers.	FULL PAGE AD	HALF PAGE AD	QUARTER PAGE AD	LOGO	LOGO	LISTED
Day-of Recognition: Sponsor will be recognized verbally and/or visually at the event.	VERBALLY & VISUALLY	VERBALLY & VISUALLY	VERBALLY & VISUALLY	VISUALLY	VISUALLY	VISUALLY
Career Fair Booth: Sponsor has the opportunity to staff a booth at the event's Career Fair for the students.	X	X	X	X	X	X

*Contact Jay Ediger at jay.ediger@ja.org to learn more about these benefits.



BECOME A SPONSOR

Equip the next generation of business leaders.

Please complete this form and either email it or mail it to the following:

jay.ediger@ja.org or

Junior Achievement of the Michigan Great Lakes, 4090 Lake Dr. SE., Grand Rapids, MI 49546

SPONSORSHIP LEVELS

- TITLE SPONSOR** \$10,000 1 available
- PRESENTING SPONSOR** \$7,500 2 available
- SUPPORTING SPONSOR** \$5,000 Unlimited
- CLASSROOM SPONSOR** \$2,500 Unlimited
- RESEARCH & DEVELOPMENT SPONSOR** \$1,000 Unlimited
- STUDENT TEAM SPONSOR** \$500 Unlimited
- We cannot participate in this year's event. Please accept this donation of \$_____
- We are unable to support this event. Please contact us to discuss additional event opportunities.

PAYMENT OPTIONS

- Please Invoice: _____ (must be before June 31, 2025)
- Check made payable to: *Junior Achievement of the Michigan Great Lakes*
- Credit Card Number _____ Expiration _____ CVV _____

BILLING INFORMATION

Business/Organization Name

Contact Name/Title

Email

Phone

Address

City State Zip

Signature

Date