

A graphic of a bar chart with four bars of increasing height from left to right. The first bar is dark blue, the second is teal, the third is yellow, and the fourth is dark blue. A large teal arrow points upwards and to the right, starting from the bottom left and passing behind the bars.

# 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](http://michigangreatlakes.ja.org)

An infographic with a teal background and a faint image of students. It contains the following text:

**Feelings about JA Participation**

**92%**

**Influenced Belief I Could Achieve My Goals**

**Percentage in Their "Dream Career"**

\*MidAmerica Nazarene College

**\*25%** **69%**

**Average Americans** **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**



# 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
<b>Co-Brand:</b> Sponsor will co-brand event with JA, including name as TITLE SPONSOR with prominent logo representations.	X					
<b>JA Giving Champion*:</b> Sponsor will qualify as a JA Giving Champion. Will be recognized at JA events throughout the year.	X					
<b>Newsletter:</b> Featured in JA email newsletter promoting the event. Distributed to 20,000+ constituents.	X	X				
<b>Press Release:</b> Sponsor will be featured in event press release that gets sent out to local media.	X	X				
<b>Social Media:</b> Sponsor will be recognized in a social media post thanking your sponsorship.	X	X	X			
<b>Post-Event Letter:</b> Sponsor will be featured in the thank you letters that get sent to all the sponsors post event.	X	X	X	X		
<b>Website Event Page:</b> Sponsor logo will be featured on the event page of our website promoting the event.	X	X	X	X	X	
<b>Event Program:</b> 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
<b>Day-of Recognition:</b> Sponsor will be recognized verbally and/or visually at the event.	VERBALLY & VISUALLY	VERBALLY & VISUALLY	VERBALLY & VISUALLY	VISUALLY	VISUALLY	VISUALLY
<b>Career Fair Booth:</b> 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](mailto: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](mailto:jay.ediger@ja.org) or

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

### SPONSORSHIP LEVELS

- |  |          |             |
|--|----------|-------------|
| <input type="checkbox"/> TITLE SPONSOR   | \$10,000 | 1 available |
| <input type="checkbox"/> PRESENTING SPONSOR  | \$7,500  | 2 available |
| <input type="checkbox"/> SUPPORTING SPONSOR  | \$5,000  | Unlimited   |
| <input type="checkbox"/> CLASSROOM SPONSOR   | \$2,500  | Unlimited   |
| <input type="checkbox"/> RESEARCH & DEVELOPMENT SPONSOR  | \$1,000  | Unlimited   |
| <input type="checkbox"/> STUDENT TEAM SPONSOR  | \$500    | Unlimited   |
| <input type="checkbox"/> We cannot participate in this year's event. Please accept this donation of \$_____                |          |             |
| <input type="checkbox"/> 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