



JA Pitch Day



Junior AchievementTM
of the Michigan Great Lakes

TITLE SPONSOR

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MAKING SENSE OF INVESTING



From Concept to **LAUNCH!**

SUPPORT THE DREAMS OF YOUNG ENTREPRENEURS!
SPONSORSHIP BENEFITS



Date

May 7, 2025



Hosted By

HAWORTH[®]
Entrepreneurship
Incubator



Contact

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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.

THE JA COMPANY PROGRAM

The JA Company Program unlocks the innate ability in students to solve a problem by filling a need or want within their community through an entrepreneurial spirit. A qualified volunteer from the community will meet with the students over the course of 13 weeks to introduce the key elements involved in organizing and operating a business, while empowering them to address the community's needs through their product or service.

JA PITCH DAY

JA Pitch Day is a competition where qualified student teams who participated in a JA Company Program from the Michigan Great Lakes region will be pitching their business plans to local entrepreneurs and business professionals. These select students have worked diligently alongside their peers, dedicated volunteers and educators for an entire semester to ensure they successfully transformed a need within their community into a product or service.

BUSINESS PITCHES

Students will gain confidence by practicing their public speaking skills as they present their business plans to a panel of local entrepreneurs and business professionals. Judges will focus on students' critical thinking abilities as they reveal the idea development, product development, and product evaluation of their companies.

CAREER FAIR

Students will participate in a powerful, interactive experience that will allow them to connect with local colleges and businesses to explore educational and career opportunities. Sponsors will have the opportunity to have a booth during the career fair. Limited space available.

LEARN MORE

michigangreatlakes.ja.org



"I feel strongly that my experience in the Jr. High program was a big catalyst in helping me in my career choice. Being part of a team that started and ran a business was exciting. I found the process of planning, executing and overcoming obstacles to create profits exhilarating. I loved the challenge and from that day forward, I knew that I wanted to be involved in business, as a career."

- Jim Nicholson SVP, Chief Financial Officer,
Bissell Homecare, Inc.

SPONSORSHIP BENEFITS

| BENEFITS | TITLE SPONSOR \$10,000 (1 available) | PRESENTING SPONSOR \$7,500 (2 available) | SUPPORTING SPONSOR \$5,000 | MINI MOGUL SPONSOR \$2,500 | PROGRAM SUPPORT SPONSOR \$1,000 | STUDENT TEAM SPONSOR \$500 |
|--|---|---|--------------------------------------|--------------------------------------|---|--------------------------------------|
| Co-Brand: Sponsor will co-brand event with JA, including name as TITLE SPONSOR with prominent logo representation. | X | | | | | |
| JA Giving Champion: Sponsor will qualify as a JA Giving Champion.* Will be recognized at multiple JA events throughout the year. | X | | | | | |
| Award Title: Sponsor will have exclusive naming rights to a JA Pitch Day award. | X | | | | | |
| Keynote Speaker: Opportunity to have spokesperson provide opening remarks. Limited spots available. | X | X | | | | |
| Newsletter: Featured in JA email newsletter promoting the event. Distributed to 20,000+ constituents. | X | X | | | | |
| Press Release: Sponsor will be featured in press release about the event that gets sent out to the local media. | X | X | X | | | |
| Post-Event Letter: Sponsor will be featured in the thank you letters that get sent to all the sponsors after the event. | X | X | X | X | | |
| Social Media: Sponsor will be recognized in a social media post thanking your sponsorship. | X | X | X | X | | |
| Website Publicity: Sponsor logo will be featured on the event page of our website. | X | X | X | X | X | |
| Judge Panelist: Sponsor will be given the opportunity to be a judge for the student teams. Limited spots available. | X | X | X | X | X | |
| Day-of Recognition: Sponsor will be recognized verbally and visually at the event and have the opportunity to staff a booth at the Vendor Fair (Limited). | VERBALLY & VISUALLY | VERBALLY & VISUALLY | VERBALLY & VISUALLY | VERBALLY & VISUALLY | VISUALLY | VISUALLY |
| Event Program: Sponsor will be featured in the event program distributed to all attendees. | FULL PAGE | FULL PAGE | HALF PAGE | QUARTER PAGE | LOGO | LISTED |



SUPPORT THE DREAMS OF YOUNG ENTREPRENEURS!

Thank you for your interest in becoming a sponsor for the inaugural JA Pitch Day Competition! Please complete this form and email it to jay.ediger@ja.org or mail it to Junior Achievement of the Michigan Great Lakes, 4090 Lake Dr. SE, Grand Rapids, MI 49546.

SPONSOR LEVELS

- TITLE SPONSOR \$10,000 1 Available
- PRESENTING SPONSOR \$7,500 2 Available
- SUPPORTING SPONSOR \$5,000 Unlimited
- MINI MOGUL SPONSOR \$2,500 Unlimited
- PROGRAM SUPPORT SPONSOR \$1,000 Unlimited
- STUDENT TEAM SPONSOR \$500 Unlimited

- We cannot participate in this year's event. Please take this donation of \$ _____
- We are unable to support this event. Please contact us to discuss additional JA event opportunities.

PAYMENT OPTIONS

- Please Invoice (must be before June 31, 2024)
- Check made payable to: *Junior Achievement of the Michigan Great Lakes*
- Credit Card Number _____ Expiration _____ CVV _____
 - Mastercard Visa Discover *We do not accept American Express; only if you [pay online](#).*

BILLING INFORMATION

Business/Organization

Email

Phone

Contact Name

Address City State ZIP

Signature

Date