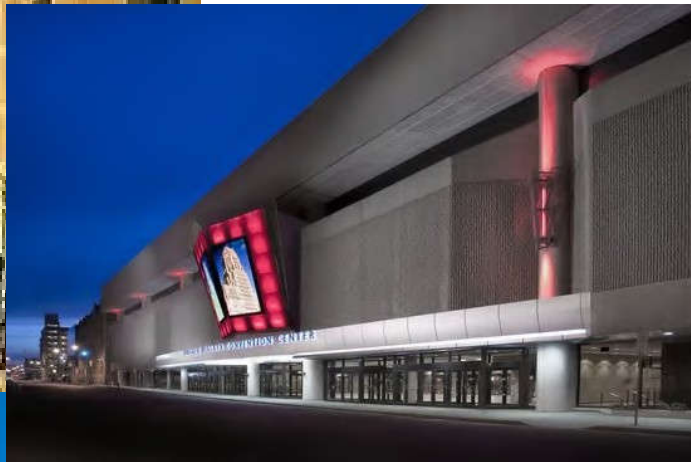




JA Inspire®

PROGRAM ENGAGEMENT OPPORTUNITIES 2023-2024



Dear Friends:

Thank you for your interest in Junior Achievement's signature work readiness program: *JA Inspire®*!

JA Inspire® is a collaboration of education and industry leaders in over 30 counties throughout Western and Central Upstate New York focused on providing thousands of students with the tools they need for future success.

The *JA Inspire®* digital curriculum is aligned with career and work readiness standards required by the New York State Department of Education and will be infused into middle and high school students' coursework. **At the center of this coursework is a powerful online event, the *JA Inspire Virtual® Career Exploration Fair***, that will showcase the careers specific to our region.

This is where we need your help! As a sponsor you will provide students the opportunity to explore and learn about careers and jobs in your industry, directly from YOU. Please take a moment to review the attached information and the benefits that are available as a result of participating in this event.

We know that *JA Inspire®* is making a difference in young people's lives. Last year's students and teachers alike told us how engaging, informative, and helpful the virtual experience was in making decisions for their futures. It's time we come together to inspire and empower OUR students to view their education, careers, and finances **with hope** and with the belief that they can earn their success right here in our region of New York State.

Let's get them ready!

Sincerely,



Patricia J. Leva

President & CEO

Junior Achievement of Central Upstate New York



John Crawford

President & CEO

Junior Achievement of Western New York

Highlights

- 12-month access for educators.
- Unlimited exposure for your company and opportunity to engage students!
- JA Inspire Student Guidebook with company summaries


The Curriculum

Students will complete the JA Inspire® curriculum prior to the Virtual Career Exploration Fair. JA Inspire curriculum has two specifically designed tracks--one for middle school students to begin career exploration and another for high school students to plan their future goals. All students will have access to the Virtual Career Exploration Fair for the entire school year. Students will complete pre/post surveys to evaluate the knowledge gained from the experience.

- **Session One:** [Career Interests and Your Path](#)
- **Session Two:** [Career Planning and Your Path](#)
- **Session Three:** [Preparing to Meet Your Future](#)
- **Session Four:** [Local Business Means Opportunity](#)
- **Session Five:** [Learn from the Experts](#)
- **Session Six:** [Welcome to JA Inspire Virtual](#)
- **Session Seven:** [JA Inspire Personal Reflection](#)

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Session Two: Career Planning and Your Path



Knowledge is power: The more you know, the better choices you'll make.


Figuring out what you love to do is the first step toward a fulfilling career. The better you know yourself and the more you plan, the more likely you will be to take the right steps toward a fulfilling career that matches your values, skills, and interests.

Watch the video [Why is Career Planning Important?](#) to learn more.



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Session Four: Local Business Means Opportunity



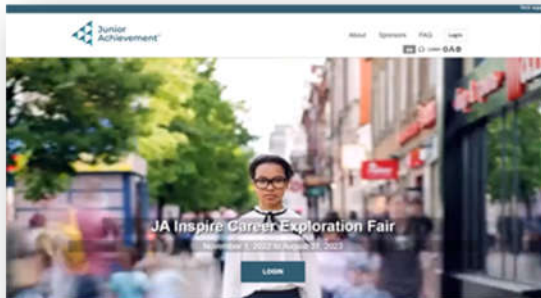
Your local area has its own unique economy and opportunities for you.

Research Your Local Economy

Your local economy is made up of interconnected businesses, organizations, and consumers who generate and spend revenue. Businesses need employees to produce and sell resources, products, goods, and services. The economies of most mid-sized to large cities probably have businesses with jobs in every career cluster, with certain fields dominating, such as tech hubs in Silicon Valley, New York, Dallas, Miami, and other metropolitan areas.

JA Inspire® Virtual Career Exploration Fair

Through our innovative on-line platform, as an exhibitor, you will be able to design your own virtual booth, and upload documents and videos that students can view and save to their digital backpacks. JA Inspire will give students the chance to learn about more careers/jobs throughout NYS, help educators meet NYS requirements in career exploration, and allow **YOU** to reach thousands of regional students versus a single day live event.



Landing Page

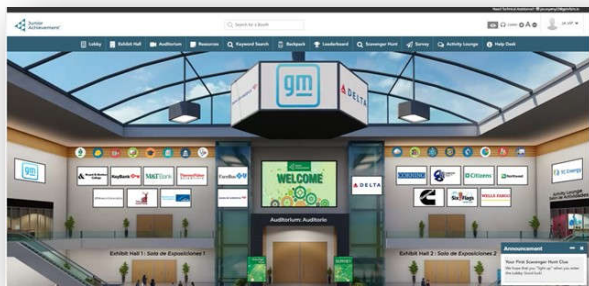
To take a look inside the JA Inspire Career Exploration Fair, follow this link to the simulation site:

<https://jainspire-jacunywny23-24.vfairs.com/>

Login Email: javip@vfairs.com
Password: JA@VIP (case sensitive)

Convention Center Exterior

All participants—students, teachers, and guests—will enter the event here.

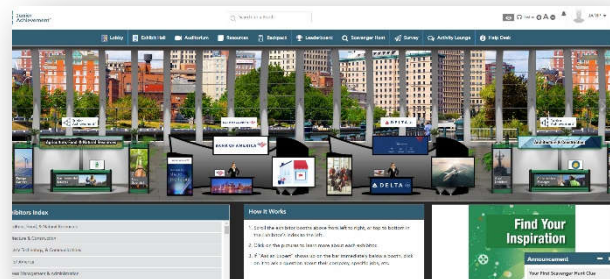


Virtual Lobby































As participants enter the virtual convention center, they first come to the virtual lobby where they will have access to all JA Inspire® Virtual resources - Exhibit Halls, Auditorium, Lounge, Resource Center, and an Information Desk. They will hear a Welcome video from our Presenting Sponsor.

Exhibit Halls

All booths will be located within various Exhibit Halls. Students will visit and explore companies/organizations in the halls that match their career interests. All participants will enter the exhibit halls by the green toolbar at the top of the page or through the doors in the Virtual Lobby.



EVENT SPONSORSHIPS

	Education Sponsor \$5,000	Event Sponsor \$3,500	Exhibit Hall Sponsor \$2,500	Career Cluster Sponsor \$1,500
Unique brand placement in Educator emails and pre simulation promotions.				
Banner in Virtual Lobby that links directly to booth				
Opportunity to provide pre-recorded/on-demand videos in the auditorium or participate in the JA Career Speaker Series	up to (3) 5-minute on-demand video	up to (2) 5-minute on-demand video	up to (1) 5-minute on-demand video	
Logo on JA Inspire® website page and select program marketing materials				
Custom Booth - Choose from 6 different pre-designed booth options				
Priority Placement of booth in the Exhibit Hall				
Scavenger Hunt item added to booth				
Company listed, with a brief description, in the JA Inspire Digital Student supplement in simulation				
Posts across multiple social media platforms (Facebook, Instagram, Twitter & LinkedIn)				
Access to post-event engagement statistics				

BOOTH SPONSORSHIPS

	Standard Booth \$500	Standard Booth (small non-profit) \$100
Standard Booth - Choose from 6 different pre-designed booth options		
Company listed in <i>Here to Career</i> Student Guidebook		



Virtual Exhibit Halls and Booths

- Exhibitors can customize their booth to draw students' attention
- Option to place downloadable documents in booth (students can add to their virtual backpacks)
- Upload industry specific videos in booth to engage students
- Exhibitors will have a one sentence description of their organization in the JA Inspire Digital Student Guidebook
- Access to post-event engagement statistics

12-month Investment

FOR MORE INFORMATION ON SPONSORSHIPS & EXHIBIT BOOTHS CONTACT:



JUNIOR ACHIEVEMENT OF CENTRAL UPSTATE NY (ROCHESTER)

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Rochester, NY 14615
(585) 327-7400
www.jacuny.org

Questions? Contact Marie Kamp
(marie.kamp@ja.org)

JUNIOR ACHIEVEMENT OF WESTERN NEW YORK (BUFFALO)

500 Corporate Parkway
Suite 118
Amherst, NY 14226
(716) 853-1381 x 212
www.jawny.org

Questions? Contact Lisa Roy
(lroy@jawny.org)



JA Inspire® Career Exploration Program

Now through August 2024!

Yes! We are proud to support the JA Inspire® Career Exploration Program at the level indicated below:

\$5,000	Education
\$3,500	Event Sponsor
\$2,500	Exhibit Hall
\$1,500	Career Cluster
\$500	Booth - Standard
\$100	Booth - Small Non-profit (<100 ees)

Program Support Level and amount: _____

Company Name: _____

Contact Name: _____

Email: _____

Address: _____ City: _____ State: _____ ZIP: _____

Telephone: _____ Fax: _____

Please do not send payment with this form. JA will invoice.

Thank you for your support of Junior Achievement of WNY, a 501(c)(3) nonprofit organization.

Mail, or email this form to:
Lisa Roy – Development Director
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Amherst, NY 14226
Email: Lroy@jawny.org