



JA Inspire™  
*Virtual*



**Hands on. Minds Open.**

April 22, 2021  
9:00am - 3:00pm

**JA Inspire Virtual is a coalition of educators  
and industry leaders, led by Junior  
Achievement.**

**At the center of our work is a powerful,  
virtual career exploration event for**

**over 5,000  
area students.**

When our students know  
where they're going...

we all advance



JA Inspire Virtual is a virtual career fair tailored to middle and high school students. Students will enter the career fair after completing a career assessment, learning about career clusters, and uncovering where they might excel in the working world.

Join JA area school districts and make a difference in 3 ways:

- Inspire students by sharing interesting things about your business;
- Invest in this innovative JA event through a sponsorship;
- Market your company to students, educators, parents, and other businesses.

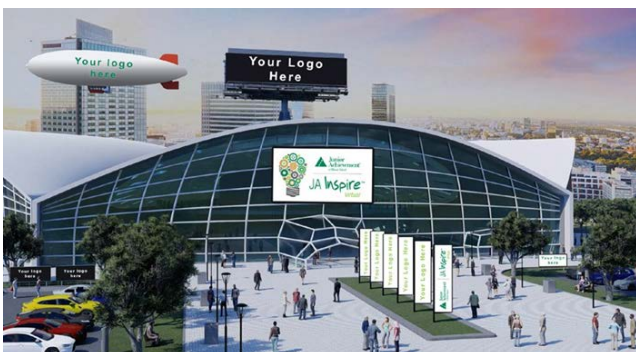


Through our innovative online platform, sponsors and exhibitors will be able to design their own virtual booth, hand out digital flyers, post videos, and engage with students. By hosting this event virtually, space limitations and transportation logistics are no longer an issue, allowing us to reach more students than before.

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## Landing Page

Prior to the JA Inspire Virtual event, educators, students, parents and exhibitors can visit <https://jactinspire.vfairs.com> for information regarding JA Inspire.



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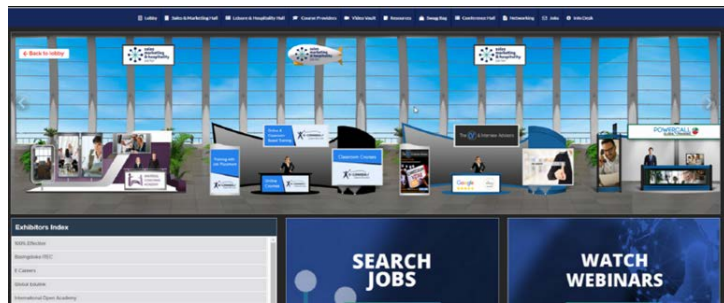
## Convention Center Exterior

On the day of the event, all participants - students, educators, 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.



## Virtual Exhibit Halls

All booths will be located within the exhibit halls which will be organized by industry cluster. Students will explore the halls, visiting companies that match their career interests.

## Virtual Booths

Students can learn more about your company by visiting your virtual booth. There are several different booth templates available that are customizable to meet your needs. This is where you can upload videos and flyers, and employees can even answer students' questions.



## Virtual Auditorium

Sponsors and exhibitors will have the opportunity to host semi-live presentations or post pre-recorded videos on topics they wish to highlight.



	CHAMPION \$30,000	MENTOR \$20,000	PARTNER \$15,000	AMBASSADOR \$10,000	SUPPORTER \$5,000	ASSOCIATE \$2,500	EXHIBITOR \$500
<b>Exterior Lobby</b>							
Logo on Billboard							
Logo on Ground Banners							
<b>Interior Lobby</b>							
Pre-recorded Welcome Video							
Premier Banner Placement with Direct Link to Booth	Logo						
Banner Placement with Direct Link to Booth		Logo					
Banner Placement			Logo	Logo	Listing	Listing	
<b>Exhibit Hall(s)</b>							
First Booth in Hall							
Prominent Booth Placement							
Premier Banner Placement	Logo						
Banner Placement		Logo	Logo	Logo			
<b>Auditorium</b>							
Premier Banner Placement	Logo						
Banner Placement		Logo	Logo	Logo			
Semi-Live Speaker Opportunity							
<b>Booth</b>							
Booth Size	Large	Large	Medium	Medium	Medium	Small	Small
Fully Customizable Booth							
<b>Student/Teacher Workbook</b>							
Recognition in Workbook	Logo	Logo	Logo	Listing	Listing	Listing	
Name in Exhibitor List							
<b>Marketing Recognition</b>							
Event Landing Page	Logo & Link	Logo & Link	Listing & Link	Listing & Link	Listing	Listing	Listing
Registration Confirmation Email	Logo & Link	Logo & Link	Listing & Link	Listing & Link	Listing	Listing	
Pre-Event Information Emails	Logo & Link	Logo & Link	Listing & Link	Listing & Link	Listing	Listing	
Promotional Emails	Logo & Link	Logo & Link	Listing & Link	Listing & Link	Listing	Listing	
Social Media Mentions (Facebook, Instagram, Twitter, LinkedIn)	5	3	2	1			



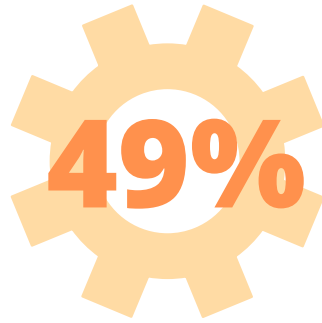
# Why JA Inspire Virtual?

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 jobs are like, and what education is required for success.

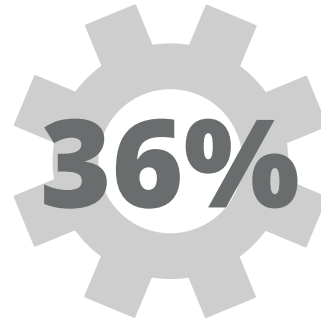
Not all students receive career mentorship at home. For businesses, this is a chance to build your future workforce. For institutes of higher learning, this is a chance to attract new students. Let's inspire students together. For more info, watch the [Why JA?](#) video.



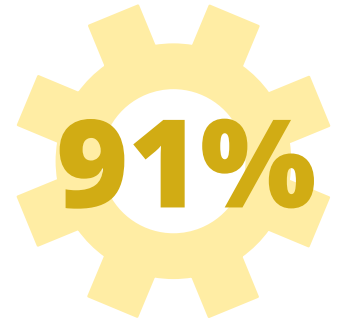
Of U.S. students will not complete high school on time and earn a diploma.



Of U.S. employers recognize that talent shortages impact their ability to serve clients and customers.



Of Americans say that they have at some point in their lives felt their financial situation was out of control.



Of millennials wish they had greater access to entrepreneurial education programs.

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## Q & A

### **Will I really be making a difference?**

Absolutely! 49% of U.S. employers recognize that talent shortages impact their ability to serve clients and customers. At JA we believe in closing the skills gap and in economic empowerment through education, but we can't do this alone. By partnering with the JA Inspire Virtual event, you'll be ensuring students realize that the education they are getting helps them to have a bright tomorrow. In fact, 1 in 3 JA alumni credit JA for influencing their career decision, and 88% of JA alumni are satisfied with their careers compared to just 44% of the general population.

### **What will my impact be?**

This regional event will target students across the entire JA of the Chisholm Trail area (Tarrant County, Abilene, Amarillo, and Midland/Odessa).

### **What do I include in my JA Inspire virtual booth?**

Each booth may include the following items:

- Company profile
- Contact information
- Content links (up to 11)
- Links to company website, social media pages, career sites, etc.
- Video vignettes (if desired)
- Uploaded documents and/or presentations

### **Does my company need to create a booth?**

Yes. Vfair is a virtual event platform that offers an automated process to create and populate each JA Inspire Exhibitor's Booth. JA will send a link to the exhibitor contact and you can begin building your virtual booth. The process is user-friendly and will take approximately one hour. We're here to help!





## Sponsorship Commitment Form

I would like to support Junior Achievement of the Chisholm Trail at the \$\_\_\_\_\_ Sponsorship Level.

Full Name: \_\_\_\_\_

Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Please send me an invoice on or before \_\_\_\_\_

Printed Name: \_\_\_\_\_ Date: \_\_\_\_\_

Signature: \_\_\_\_\_

Return completed form to Kathleen Barbee at [kbarbee@jafortworth.org](mailto:kbarbee@jafortworth.org)

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