



**Junior  
Achievement<sup>®</sup>**  
of Central Iowa

**JA Inspire<sup>™</sup>**  
*Virtual*

**SPONSORSHIP OPPORTUNITIES  
2022**





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

The JA Inspire program is a coalition of educators and industry leaders, led by Junior Achievement of Central Iowa, working to provide 7th through 12th grade students throughout Central Iowa with meaningful experiences as they begin considering their careers.

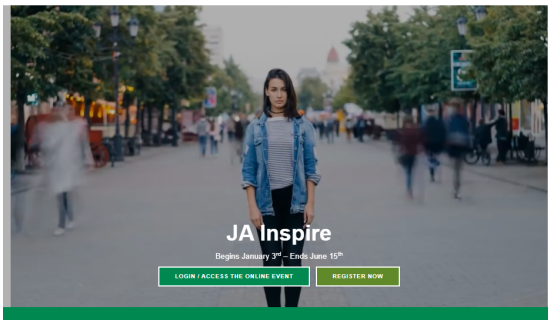
As students start to explore high school and higher education options, the JA Inspire program will help showcase the opportunities that are waiting for them when they complete their education. This program is designed to help students create a pathway for success.

With an updated curriculum, and virtual career exploration fair, students will have the opportunity to explore careers that interest them, and interact with mentors from various companies throughout our territory.

**This sponsorship packet will explain the program in more detail and outline sponsorship opportunities and benefits available to you and your company. Your participation will inspire and empower students to view their education, their careers, and their finances with hope and belief that they truly can earn their success.**

# 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, hand out digital flyers, post videos, and chat with students.



## Landing Page

Prior to the JA Inspire Career Exploration Fair, educators, students, and exhibitors can visit <https://jacentraliowa.vfairs.com> for information regarding JA Inspire.

### JA Inspire Virtual - A Career Exploration Fair

#### What is JA Inspire Virtual?

Junior Achievement (JA) of Central Iowa's Inspire Virtual program is a powerful, interactive experience for thousands of middle school and high school students. It enables them to virtually interact with local business professionals and explore different types of careers. This experience empowers and informs their high school class selections and prepares them for life after high school graduation.

## Convention Center Exterior

On the day of the event, all participants - students, teachers, and guests - will enter the event here.

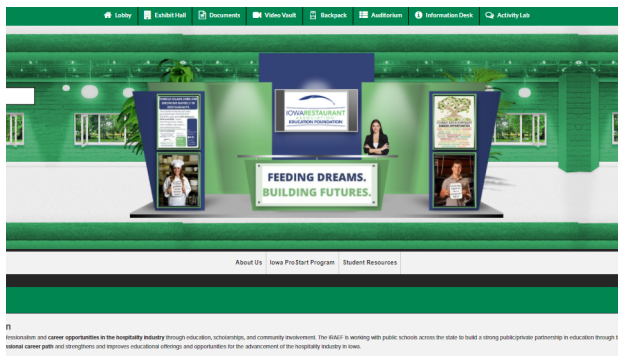
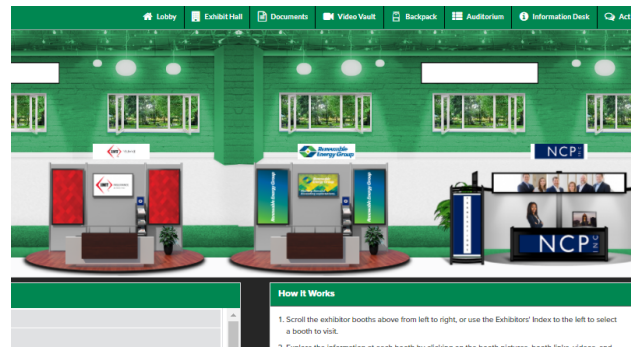


## Virtual Lobby

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.

## Exhibitor 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.



## Exhibitor 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, flyers, and employees can even live chat with students who have questions.

## Auditorium

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



## Lounge

The lounge will be a place where teachers and students can go to learn more about Junior Achievement and the programs we offer with links to our website and social media accounts.

# SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$10,000	Impact Sponsor \$5,000	Hall Sponsor \$2,500	Career Starter Sponsor \$1,000	Virtual Booth Sponsor \$500	Nonprofit Virtual Booth Sponsor \$250
Oversized Exclusive career booth with prominent placement	✓					
Company Logo "Locked Up" with JA Inspire event logo	✓					
Customized Virtual Career Booth	✓	✓	✓	✓	✓	✓
Logo in Virtual Lobby	✓	✓	✓	✓		
Logo in Exhibit Hall	✓	✓	✓			
Logo in Auditorium	✓	✓	✓			
Opportunity to Host Pre-Recorded Webinar (up to 30 minutes)	✓	✓				
Opportunity to Host Pre-Recorded Webinar (up to 15 minutes)			✓			
Company Logo & Information within JA Digital Career Book	✓	✓	✓	✓		
Career Pathway Naming Rights (see page 6*)	✓	✓	✓			
Social Media Recognition	✓	✓	✓	✓	✓	✓
CRA Credits for qualified financial institutions	✓	✓	✓	✓	✓	✓

## Virtual Exhibitor Booths



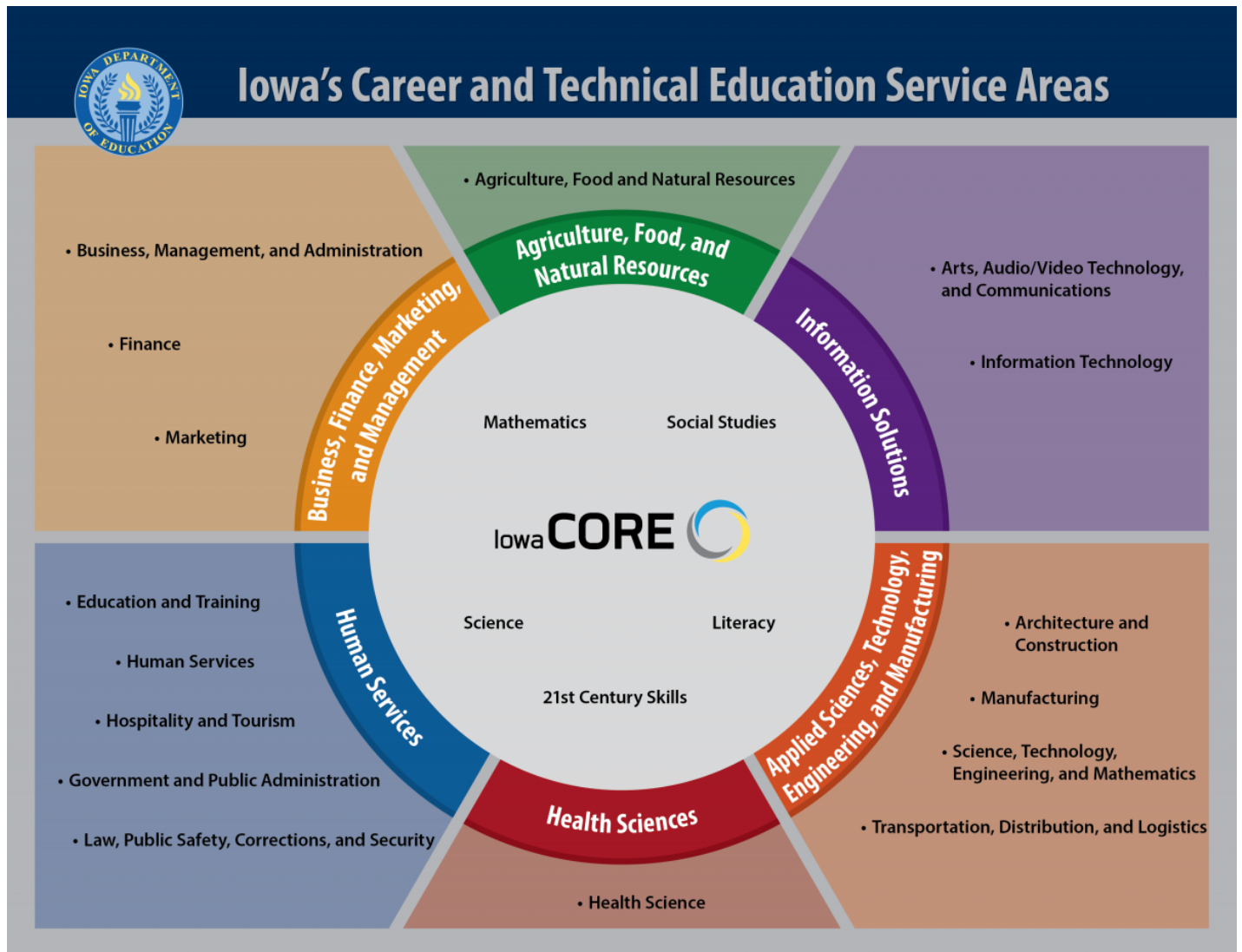
- Custom exhibitor booth
- Downloadable PDF Documents Industry-specific videos to engage students
- Inspire thousands of 7th - 12th grade students with a glimpse into your business and careers, enabling them to become workforce-ready
- Engage your future talent pipeline

For more information, please contact: Collin Lane, Director of K-12 Solutions | [collin@jacentraliowa.org](mailto:collin@jacentraliowa.org) | 515-279-9602, ext. 216, or purchase your sponsorship online: [bit.ly/jaci-inspire](https://bit.ly/jaci-inspire)



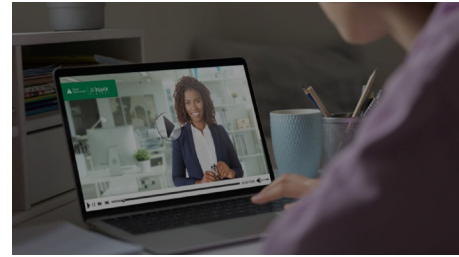
# Important Dates

- August 16: Exhibitor Registration Opens
- December 10: Exhibitor Registration Closes
- December 27: Exhibitors Must Have Booth Checklist Completed
- January 3 - June 15: JA Inspire Virtual Career Exploration Fair



*\*Each of the 16 career pathways above can encompass one sponsor each, on a first-come, first-serve basis.*

# The Curriculum



## Session 1 - Find Your Path

**1.1 - Why Plan a Career?** - Understanding the importance of career planning.

**1.2 - Inventory Your Interests** - Assess personal interests in the context of career paths.

## Session 2 - Explore Your Options

**2.1 - Career Clusters** - Recognize career clusters that match student skills and interests.

**2.2 - Where Do You Fit?** - Identify industries and jobs that offer opportunities.

## Session 3 - Present Yourself

**3.1 - Soft Skills** – Assess soft skills and identify any areas needing improvement.

**3.2 - The Elevator Pitch** – Create an elevator pitch.

## Session 4 - What to Expect at the JA Inspire Virtual Career Fair

**4.1 - Set Your Priorities** – Set JA Inspire Day goals related to personal skills and interests.

**4.2 - Plan for the Big Day** – Identify relevant companies at the event.

## Session 5 - Build Your Network

**5.1 - What is Networking?** – Understand the elements and importance of networking.

**5.2 - Ask the Right Questions** – Prepare and practice questions for business people in fields of interest.

## Session 6 - JA Inspire Career Exploration Fair

The JA Inspire Virtual Career Exploration Fair will feature a showcase of careers at local businesses, non-profit government agencies and educational organizations.

## Session 7 - Make a Plan

**6.1 - Re-Evaluate** – Evaluate personal goals and priorities to identify next steps based on the JA Inspire Virtual Career Exploration Fair experience.

**6.2 - Next Steps** - Identify next steps, including exploration of high school coursework, extracurricular activities and networking.



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# Junior Achievement of Central Iowa

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