

## JA Capstone Strategic Branding Partnerships

As a no-cost education solution provider, all strategic partner investments directly underwrite student participation in JA's life-changing programs enabling thousands of students, regardless of socioeconomic status, the opportunity to learn critical financial literacy, entrepreneurship, employability, and career readiness skills.

The JA BizTown® and JA Finance Park® programs are two-pronged educational, real-world learning programs that help students meet state academic standards and graduation requirements at no cost to them or their schools. Both JA Capstone programs are supported by trained adult volunteers who serve as role models to students in small groups during simulation field trip days. At the Capstone simulation site, students role play in the shoes of adults.

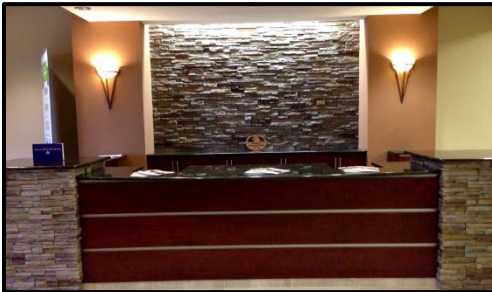
### Annual Investment Opportunities:

The investments below include impact, awareness, and recognition.

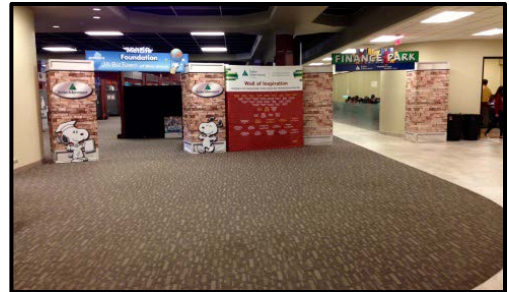
- 12,000+ students will receive a total of 216,000+ JA BizTown and JA Finance Park instructional contact hours at no cost to them, their families and schools (projected growth per year 5%+).
- 1,500+ corporate and community volunteers, dignitaries, business executives, educators, school administrators, parents, and other special guests will visit the JA Capstone facility.
- Brand recognition will be on program-specific marketing collateral.
- Strategic partners may utilize the facility for meetings, events, and receptions.
- Public awareness will be seen in JANJ social media, website, annual report, and mass communications.
- Partnering companies may select volunteer engagement days with JA Capstone programs.



### Welcome Desk (\$35,000) -- **Sold Wells Fargo**



### Capstone Park (\$35,000)



### Parking Lot (\$15,000)



### Educator Lounge (\$35,000)



**Capstone Volunteer Rooms /  
JA BizTown & JA Finance Park**  
(\$25,000 for one/\$45,000 for two) -- **Sold ADP**



**JA BizTown Town Hall Meetings /  
Mayor's & Speaker's Podium**  
(\$15,000)



### **Available JA Capstone Program Sponsorships:**

*In each Capstone program, BizTown® Storefronts and Finance Park® Kiosks are available for sponsorship for \$15,000 per year, with a multiyear commitment of three years. Customized signage is available for an additional cost.*

**JA BizTown® for 10-12 year olds:** Out of the 14 storefronts where students role play as CEOs, CFOs, sales managers, pipeline engineers, bankers, facility managers, grant managers and more, those listed below are still available and can be completely rebranded.

**U-Design-It:** As one of the two retail stores, the employees provide customers with a memorable shopping experience.

**Utility World:** The employees at Utility World provide electricity, clean air filters, and lay pipeline to serve businesses.

**Community Assistance Center:** Promoting the importance of philanthropy, this business encourages citizens to donate.

**Healthy Hut Café:** With their hard earned JA BizTown bucks, students purchase snacks and drinks throughout the day.

**City Hall:** This is where the JA BizTown Mayor works to ensure BizTown is a safe, welcoming community for all, and where citizens exercise their right to vote.

**BizNJ Radio:** Music and business advertisements contribute to the bustling economy of JA BizTown.

**BizBee News:** A by-kids, for-kids publication, JA BizTown citizens, educators, and volunteers leave with a newspaper filled with the day's important news, photos, and business advertisements.

**JA Finance Park® for 13-18 year olds:** Out of the 19 Kiosks where students make financial decisions and/or pay their bills, those listed below are still available and can be completely rebranded.

**Housing:** One of life's necessities! The question asked of students—what kind of home do I and/or my family need?

**Health Insurance/Healthcare:** Medical emergencies happen. Students quickly understand why insurance is a necessary expense to help manage unexpected illnesses.

**Childcare:** Students who have children in the simulation explore the costs of raising a family.

**Water/Trash/Sewer:** Household utility bills differ due to residence choices and family size.

**Transportation, Gas & Maintenance:** Everyone must have or use mass transportation. Students can choose to buy a new or used car or explore public transportation options.

**Groceries:** Students determine how much they will spend on groceries and other personal and household items. This amount will be directly affected by the size of their family and life situation.

**Home Improvement:** Students use credit for home improvement, and must decide on an affordable monthly payment.

**Furniture:** Students use credit for furniture items and must decide on an affordable monthly payment.

**Entertainment and Recreation:** Students typically want entertainment funds in their budget. The simulation requires that money be set aside for entertainment and recreation.

**Dining Out:** Meals can be eaten at drive-through or dine-in restaurants during the month.

**Philanthropy:** It's through giving that we receive. This is available to foundations, nonprofits and corporate foundations.

## JA BizTown® Current Branding Partners

**Title Sponsor – MetLife Foundation:** Providing insurance to businesses, MetLife also processes claims and educates JA BizTown citizens on insurance types. MetLife branded items are sold in businesses, and the company also provides volunteers for simulations.

**Horizon Foundation for New Jersey – Wellness Center:** Working in tandem with Quest Diagnostics, the Horizon Foundation Wellness Center provides health assessments and insurance, also offering health literacy information to businesses and its citizens.

**Investors Bank – Bank:** Students practice their money management skills at the bank, open savings accounts and deposit their paychecks, while stores apply for a loan and work towards paying it back by the close of business.

**NJ Credit Union League – Bank:** The NJ Credit Union League sponsors the second of two banks. Volunteers are also engaged in simulation days in support of CRA.

**Quest Diagnostics – Labs:** Quest Diagnostics completes lab testing to support health assessments given by the Wellness Center. Student technicians are responsible for educating citizens around living healthy, active lifestyles.

**UPS – Delivery and Supply:** Wearing UPS-branded shirts, UPS Store employees fulfill business supply orders and deliver mail throughout town.

**Walmart – Retail:** Walmart is the partner of one of two retail shops in JA BizTown; the other is available.



## JA Finance Park® Current Branding Partners



**Title Sponsor – Capital One Bank:** JANJ was gifted the portable *Capital One/JA Finance Park* simulation unit and (140) Samsung Galaxy Tablets through the generosity of Capital One Bank. Capital One Bank also sponsors the bank kiosk (pictured) where students allocate a percentage of their net monthly income to savings accounts, pay an existing credit card debt, and apply for a home loan. CRA is met through numerous employee engagement Capital One Bank employee engagement days.

**Alcatel-Lucent – That’s Life:** Life happens! Students are put to the test in dealing with an unexpected expense.

**Allstate – Auto & Home and Renters Insurance:** An auto accident or burglary? Students quickly understand why insurance is necessary. They also learn the difference between cash-value and replacement-value insurance policies.

**Elberon Development – Education:** Students with an education beyond high school will make loan payments and explore advancement opportunities, consider a continuing education class or decide whether another degree is required for promotion.

**EY – Student Audit Center:** Are you living within a balanced budget? Students have their accounts audited here, and when approved, receive debit cards to make purchases.

**NJM Insurance – School of Budgeting:** Volunteers and students meet at this “classroom” section of the Park throughout the simulation as students create their budgets and weigh financial decisions.

**PSEG – Electric:** Students learn that they must pay for electricity for their families, and that utility bills differ per household due to the number of residents and residence size.

**State Street Corporation – Investments:** Students decide how to invest their savings, whether through mutual funds, stocks, and/or high-yield savings accounts.

**Verizon – Cable/Internet/Phone:** Students have the chance to purchase cable, phone, and/or Internet service individually or by “bundling” these services. They can choose to add HD and movie channels or forego cable altogether.

**Walmart – Clothing:** It’s time to update the family wardrobe! Students learn that monthly clothing purchases are not required, but should be budgeted for, as items may need to be purchased.