

JA Education Center Strategic Branding Partnerships

As a no-cost education solution provider in the State of New Jersey, 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 money management, entrepreneurship, employability, and career readiness skills.

The JA Education Center serves as the JANJ Headquarters and houses JA's Capstone Programs JA BizTown® and JA Finance Park®, two of our high-impact experiential learning programs that help students meet state academic standards and graduation requirements. These programs are supported by trained adult volunteers who serve as role models to students in small groups. In these simulated mini cities, students role play in the shoes of adults. The JA Education Center also hosts additional educational experiences and a number of special events and meetings year round.



Investment Opportunities:

Investments cover program costs and offers employee engagement and public/community awareness.

- Aside from the 14,000+ students annually, thousands of NJ corporate and community volunteers, dignitaries, executives, educators, school administrators, parents, and other special guests visit the JA Education Center.
- Brand recognition will be on program-specific marketing materials and signage exclusive to your sponsorship.
- Strategic partners may utilize the facility for meetings, events, and receptions.
- Partners are recognized in social media, press releases, grants, website, and annual report. Your brand is visible at all times to guests attending and visiting the JA Education Center.
- Investing/partnering companies may select volunteer engagement days with JA Capstone programs.

Welcome Area (\$150,000 over three years)



Capstone Park (\$150,000 over three years)



Parking Lot (\$45,000 over three years)



Educator Lounge -- **Sold** Kearny Bank



Capstone Volunteer Rooms / JA BizTown & JA Finance Park -- **Sold** ADP



JA BizTown Town Hall Meetings / Mayor's Podium -- **Sold** Allstate New Jersey



Available JA Capstone Program Sponsorships:

In each Capstone program, JA BizTown® Storefronts and JA 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.

Bank: Investors Bank is the partner of one of two banks; the second is available. Volunteers are also engaged in simulation days in support of CRA.

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.

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

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.

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

The Trend Shoppe: This storefront can be rebranded to provide citizens with a retail shopping experience.

U-Design-It: Bring your product and shopping experience to students also through this additional retail storefront.

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.

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

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.

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

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.

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

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

Gas & Maintenance: To keep the motor running one must take care of their personal transportation.

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

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

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

That's Life: Life happens! Students are put to the test in dealing with unexpected expenses.

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

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

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.

Chick-fil-A: With their hard earned JA BizTown bucks, students purchase snacks and drinks throughout the day.

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.

Phillips 66 – Utility World: The employees at Phillips 66 provide utility services to serve businesses.

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.

The UPS Store – Delivery and Supply: UPS Store employees fulfill business supply orders and deliver mail throughout town.

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.



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.

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.

Merck – Healthcare: Students quickly understand why insurance is a necessary expense to help manage unexpected illnesses and medical payments.

NJM Insurance – Training & Development Room: Volunteers and students meet in this “classroom” section of the Park throughout their simulations. This room also hosts numerous events and meetings for business and community leaders.

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.

Wakefern – 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.