

Latino Community Leadership Day at First Avenue School

April 13, 2018

This annual day of community service at First Avenue School in Newark, New Jersey will be held on Friday, April 13, 2018 and has been changing thousands of kids' lives since 2011.

Volunteers of all walks of life, from local high schools and colleges, to adults from New Jersey corporations and their resource groups bring JA's money management, career readiness, and entrepreneurship programs to life in grades Kindergarten through 8th.



Like all schools in New Jersey, First Avenue School is provided this special day of JA at no cost to them or the students' families. JA manages the event from volunteer engagement to post event activities.

The total cost to run the Latino Community Leadership Day is \$37,000, and in the past, was funded through JA special events. To help defray costs this year, JA is seeking program underwriters and sponsors.

Sponsorship opportunities include:

- Recognition in the JANJ website and annual report
- Underwriting students' participation
- Defraying JA costs in insurance & JA USA fees, food & beverage, materials, curriculum, and staff/administration time

Presenting Sponsor at \$10,000 receives top branding on all event related materials, signage, and social media; an 'about section' of your company and leadership quote in the program event press release; and the opportunity on April 13th to give brief morning remarks to volunteers.

Lead Sponsors at \$5,000 receive major branding; multiple social media mentions; and recognition in post-event email and in a press release.

Curriculum Sponsors at \$2,500 receive event branding, recognition in post-event email and social media, and in press release.



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