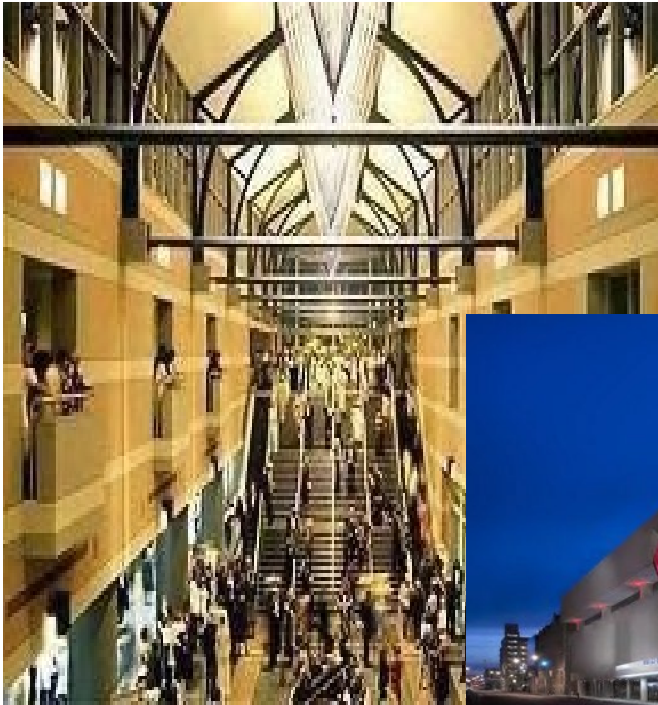




**JA Inspire®**  
Virtual

## SPONSORSHIP OPPORTUNITIES 2022-2023



Dear Friends:

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

*JA Inspire® Virtual* is a collaboration of education and industry leaders in over 30 counties throughout Western and Central Upstate New York focused on providing thousands of students with the tools they need for future success.

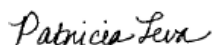
The *JA Inspire® Virtual* digital curriculum is aligned with career and work readiness standards required by the New York State Department of Education, and will be infused into middle and high school students' coursework. **At the center of this coursework is a powerful online event, the *JA Inspire Virtual® Career Exploration Fair*, that will showcase the careers specific to our region.**

This is where we need your help! As a sponsor you will provide students the opportunity to explore and learn about careers and jobs in your industry, directly from YOU. Please take a moment to review the attached information and the benefits that are available as a result of participating in this event.

We know that *JA Inspire® Virtual* is making a difference in young people's lives. Last year's students and teachers alike told us how engaging, informative, and helpful the virtual experience was in making decisions for their futures. It's time we come together to inspire and empower OUR students to view their education, careers, and finances **with hope** and with the belief that they can earn their success right here in our region of New York State.

**Let's get them ready!**

Sincerely,



**Patricia J. Leva**  
President & CEO  
Junior Achievement of Central Upstate New York

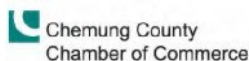


**John Crawford**  
President & CEO  
Junior Achievement of Western New York

### Highlights

- 12-month access for educators. Unlimited exposure for your company and opportunity to engage students!
- Scheduled Virtual Interactive dates for students to ask you questions.
- JA Inspire Student Guidebook with company summaries

### In partnership with:



# The Curriculum

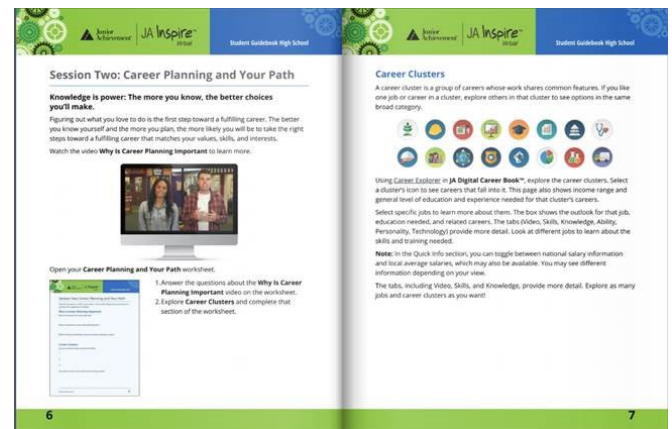
Students will complete the JA Inspire® curriculum prior to the Virtual Career Exploration Fair. JA Inspire curriculum has two specifically designed tracks—one for middle school students to begin career exploration and another for high school students to plan their future goals. All students will have access to the Virtual Career Exploration Fair for the entire school year. Students will complete pre/post surveys to evaluate the knowledge gained from the experience.

## Middle School Curriculum

- **Session One:** Career Interests and Your Path Students understand the importance of career planning and complete a Career Interest Inventory to assess their own values, skills, and interests in the context of career paths.
- **Session Two:** Career Planning and Your Path Students learn to recognize career clusters and focus on those tied to the results of their Career Interest Inventory. They explore the knowledge, skills, and abilities needed for their careers of interest, as well as the outlook for openings in those fields.
- **Session Three:** Preparing to Meet Your Future Students learn how awareness of their values, skills, and interests helps guide them to a career that is meaningful, enjoyable, and positioned for success. They learn about soft skills and explore education and training requirements in their fields of interest.
- **Session Four:** Local Business Means Opportunity Students learn about their local economy. They review the list of JA Inspire Virtual career fair exhibitors and the website of their local Chamber of Commerce and look for common themes, such as career clusters. They identify companies they would like to visit during the virtual career fair.
- **Session Five:** Learn from the Experts Students review the speakers and webinars at the JA Inspire Virtual career fair, create a list of at least three to view, and define what they would like to learn from them.
- **Session Six:** Welcome to JA Inspire Virtual Students attend the JA Inspire Virtual career fair. Session Seven: JA Inspire Personal Reflection Students reflect on what they have learned and identify next steps to further define their academic choices and career path

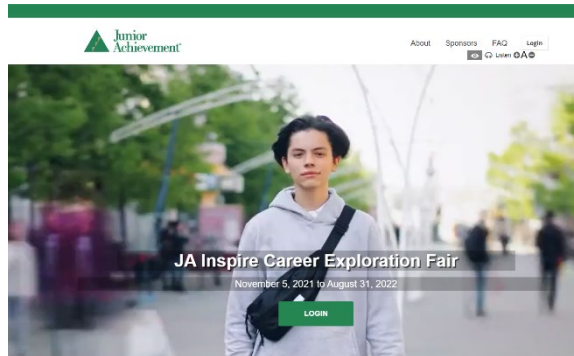
## High School Curriculum

- **Session One:** Career Interests and Your Path Students understand the importance of career planning and complete a Career Interest Inventory to assess their own values, skills, and interests in the context of career paths.
- **Session Two:** Career Planning and Your Path Students learn to recognize career clusters and focus on those tied to the results of their Career Interest Inventory. They explore the knowledge, skills, and abilities needed for their careers of interest, as well as the outlook for openings in those fields.
- **Session Three:** Preparing to Meet Your Future Students learn how awareness of their values, skills, and interests helps guide them to a career that is meaningful, enjoyable, and positioned for success. They learn about soft skills and explore education, training, and apprenticeship requirements in their fields of interest.
- **Session Four:** Local Business Means Opportunity Students learn about their local economy. They review the list of JA Inspire Virtual career fair exhibitors and the website of their local Chamber of Commerce and look for common themes, such as career clusters. They identify companies they would like to visit during the virtual career fair. They create a brag sheet of their accomplishments.
- **Session Five:** Learn from the Experts Students review the speakers and webinars at the JA Inspire Virtual career fair, create a list of at least three to view, and define what they would like to learn from them.
- **Session Six:** Welcome to JA Inspire Virtual Students attend the JA Inspire Virtual career fair. Session Seven: JA Inspire Personal Reflection Students reflect on what they have learned and identify next steps to further define their academic choices and career path



# 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, and upload documents and videos that students can view and save to their digital backpacks. JA Inspire will give students the chance to learn about more careers/jobs throughout NYS, help educators meet NYS requirements in career exploration, and allow **YOU** to reach thousands of regional students versus a single day live event.



## Landing Page

To take a look inside the JA Inspire Career Exploration Fair, follow this link to the simulation site:

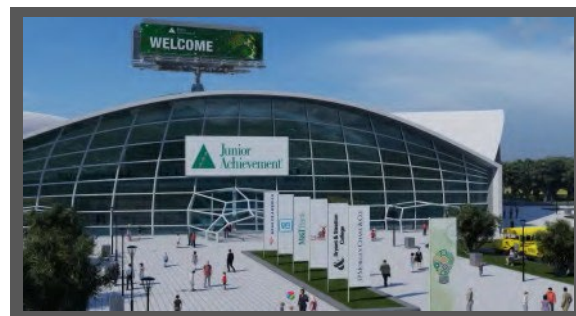
<https://jainspire-jacunywny.vfairs.com/en/login>

Login: VIPJAInspire@ja.org

NO PASSWORD REQUIRED

## Convention Center Exterior

All participants—students, teachers, and guests—will enter the event here.



## Virtual Lobby

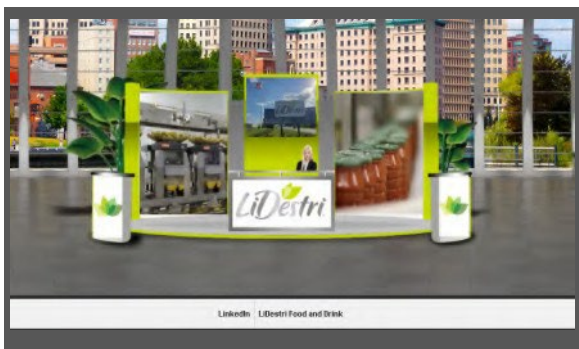
As participants enter the virtual convention center, they first come to the virtual lobby where they will have access to all JA Inspire® Virtual resources - Exhibit Halls, Auditorium, Lounge, Resource Center, and an Information Desk. They will hear a Welcome video from our Presenting Sponsor.

## Exhibit Halls

All booths will be located within various Exhibit Halls. Students will visit and explore companies/organizations in the halls that match their career interests. All participants will enter the exhibit halls by the green toolbar at the top of the page or through the doors in the Virtual Lobby.





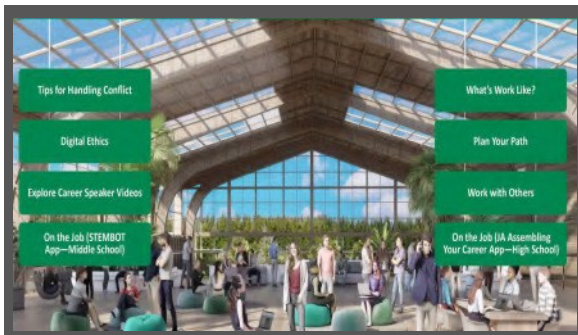


## Exhibitor Booths

Students can learn more about your company by visiting your virtual booth. There are six booth templates available that are customizable to meet your needs. This is where you can upload videos and documents for students to download into their electronic “backpacks.”

## Auditorium

Sponsors will have the opportunity to post on-demand recorded videos on topics they wish to highlight.



## Activity Lab

The Lounge will be a place where JA highlights key topics or regional interests for educators and students. Examples: Information on internships, summer jobs, volunteer opportunities for students, soft skill development, career speaker videos, STEM game apps, etc.

## Gamification



































To encourage student participation, points will be assigned for actions students take while participating in the JA Inspire® Career Exploration Fair - visiting exhibit halls and booths, watching videos, downloading documents, etc. Prizes will be awarded to the students with the most points at various times throughout the year.



## Scavenger Hunt

Similar to gamification, students will receive points for finding a variety of items hidden throughout the virtual convention center. Sponsors will have the opportunity to have an item hidden at their booth to attract students to their virtual booth. Prizes will be awarded to students who find the most items.

# EVENT SPONSORSHIPS









	Education Sponsor \$5,000	Event Sponsor \$3,500	Exhibit Hall Sponsor \$2,500	Career Cluster Sponsor \$1,500
Convention Center Exterior (simulation site) flag banner				
Banner in Virtual Lobby that links directly to booth				
Option to participate in virtual interactive days in the fall and spring (Dates TBD)				
Opportunity to provide pre-recorded/on-demand videos in the auditorium or participate in the JA Career Speaker Series	up to (3) 5-minute on-demand video	up to (2) 5-minute on-demand video	up to (1) 5-minute on-demand video	
Logo on JA Inspire® page on the JA website and all pre-event marketing materials				
Custom Booth - Choose from 6 different pre-designed booth options				
Priority Placement of booth in the Exhibit Hall				
Scavenger Hunt item added to booth				
Company listed, with a short description, in the JA Inspire Digital Student Guidebook				
Posts across multiple social media platforms (Facebook, Instagram, Twitter & LinkedIn)				
Access to post-event engagement statistics				



## Important Dates for Sponsors

<b>September 1:</b>	Exhibitor Registration Opens
<b>November 1:</b>	JA Inspire Career Exploration Fair Begins
<b>January 12:</b>	Virtual Interactive Date
<b>March 29:</b>	Virtual Interactive Date

# BOOTH SPONSORSHIPS

	Standard Booth \$500	Standard Booth (small non-profit) \$100	High School CTE Program Complimentary
Standard Booth - Choose from 2 different pre-designed booth options			
Option to participate in virtual interactive days this fall and spring (Dates TBD)			
Company listed in the JA Inspire Digital Student Guidebook			



## Virtual Exhibit Halls and Booths

- Exhibitors can customize their booth to draw students' attention
- Option to place downloadable documents in booth (students can add to their virtual backpacks)
- Upload industry specific videos in booth to engage students
- Exhibitors will have a one sentence description of their organization in the JA Inspire Digital Student Guidebook
- Access to post-event engagement statistics

**FOR MORE INFORMATION ON SPONSORSHIPS & EXHIBIT BOOTHS CONTACT:**



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



**JUNIOR ACHIEVEMENT OF CENTRAL UPSTATE NY(ROCHESTER)**

200 W. Ridge Road  
Box 1  
Rochester, NY 14615  
(585) 327-7400  
[www.jacuny.org](http://www.jacuny.org)

Questions? Contact Marie Kamp  
([marie.kamp@ja.org](mailto:marie.kamp@ja.org))

**JUNIOR ACHIEVEMENT OF WESTERN NEW YORK (BUFFALO)**

500 Corporate Parkway  
Suite 118  
Amherst, NY 14226  
(716) 853-1381 x 212  
[www.jawny.org](http://www.jawny.org)

Questions? Contact Lisa Roy  
([lroy@jawny.org](mailto:lroy@jawny.org))







# JA Inspire<sup>®</sup> Virtual



## JA Inspire<sup>®</sup> Virtual Career Exploration Program

**Now through August 2023!**

**Yes! We are proud to support the JA Inspire<sup>®</sup> Virtual Career Exploration Program at the level indicated below:**

\$5,000	Education
\$3,500	Event Sponsor
\$2,500	Exhibit Hall
\$1,500	Career Cluster
\$500	Booth - Standard
\$100	Booth - Small Non-profit (<100 ees)

**Program Support Level and amount:** \_\_\_\_\_

Company Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

### PAYMENT METHOD

☐

Check Enclosed

☐

Invoice Me

☐

Pay online @ <https://secure.qgiv.com/for/202jin>

**Interested in mentoring at the Events?**

**SIGN UP @ <https://form.jotform.com/221874042279156>**

Thank you for your support of Junior Achievement of Central Upstate New York, a 501(c)(3) nonprofit organization.

PLEASE RETURN FORM TO:

Junior Achievement of Central Upstate New York, 200 W. Ridge Road, Box #1, Rochester, NY 14615