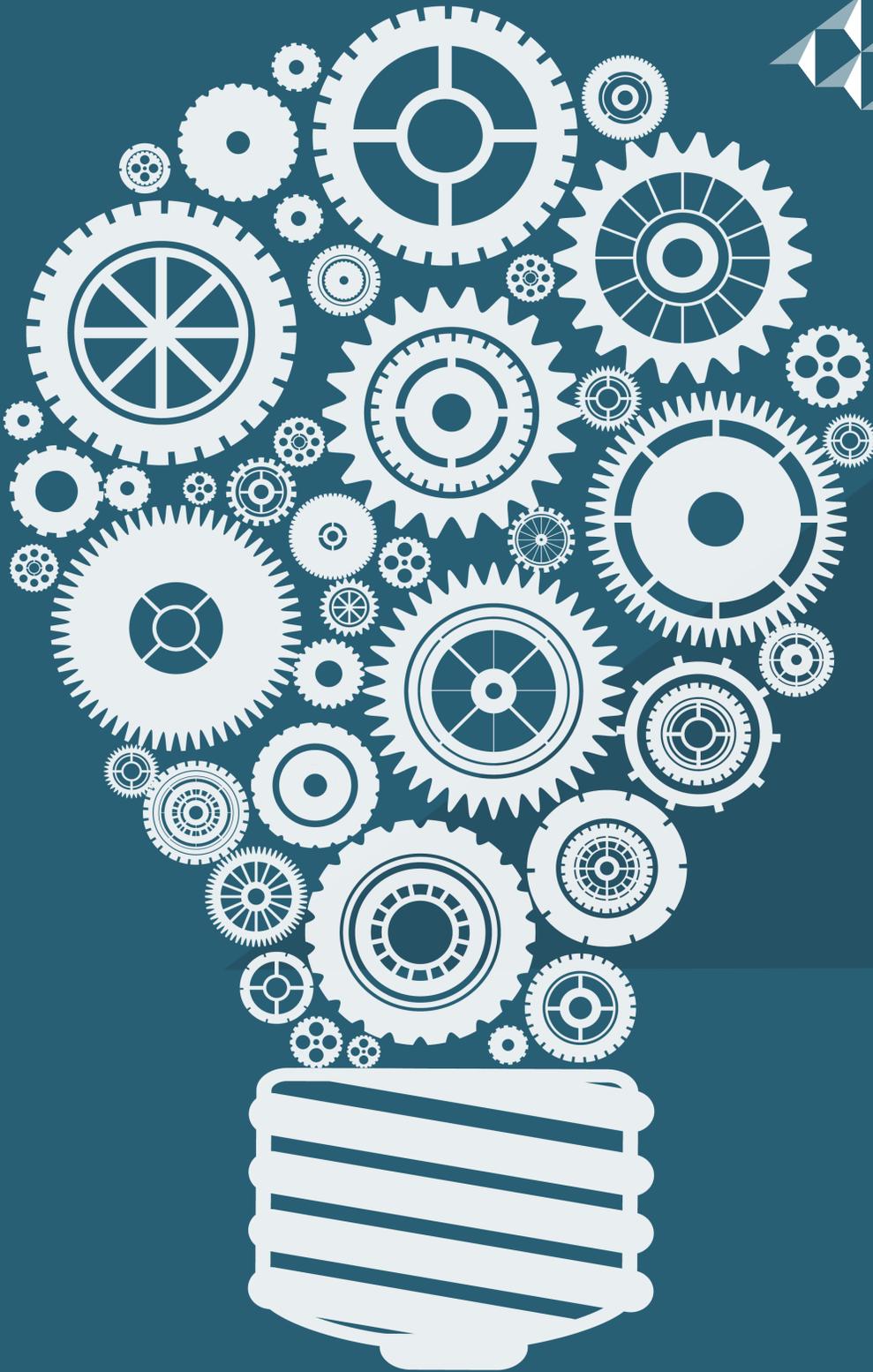




Junior  
Achievement™  
of North Florida



# JA INSPIRE

A CAREER EXPLORATION PROGRAM

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# YOU ARE INVITED...

to sponsor and participate in **JA INSPIRE**, Junior Achievement's interactive and virtual career exploration program for middle school students.

## WHAT IS JA INSPIRE?

- Game-changing middle and high school program
- Formally integrated into school curriculum
- Includes in-class lessons and unlimited access to the virtual career fair for entire school year
- Webinars led by industry leaders developing students in areas of career and work readiness
- Students gain an understanding of careers that align with career clusters based on their strengths and interests

JA Inspire provides an overview of Northeast Florida's industry ecosystem and highlights jobs that exist in the region as well as the education required to obtain them.

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## WHY JA INSPIRE?

- Efficient and effective way to highlight high-growth and high-demand industries to a large number of students
- Unique opportunity for businesses to grow their future talent pipeline in Northeast Florida
- Your investment and engagement with our students can change lives



# WHEN OUR STUDENTS KNOW WHERE THEY'RE GOING... WE ALL ADVANCE



**JA Inspire** is a career exploration program targeting middle school students introducing them to high growth/high demand career pathways.

Students prepare with an in class curriculum leading up to a virtual career fair and complete follow up activities post event.

Students will be able to access JA Inspire 24/7 for the balance of the academic year as they continue the career planning process.

JA Inspire is designed to have a deep impact on students as they connect with exhibitors who inspire them with an interactive experience.

## You can make a difference by:

- Introducing students to the world of work and reinforcing the importance of education and staying in school
  - Educating youth about career paths that align with their skills, talents, and interests
  - Promoting resources and opportunities to educators, students, parents and guardians
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**JA Inspire**<sup>®</sup>



THE ONLINE PLATFORM IS MADE UP OF THE FOLLOWING AREAS:

## Convention Center Exterior



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

## Virtual Lobby

Students arrive in the virtual lobby and navigate their way to resources. Company banners available to Exhibit Hall and above sponsors, provide direct access to company booths.



**Information Center:** Ask questions about the day

**Auditorium:** Join others in watching webinars

**Halls:** Find company booths within the industry specific exhibit halls



## 10 Exhibit Halls

Students move through the virtual halls, visiting company booths that are of interest to them. An exhibitor index allows students to easily find companies by name.



## Industry Clusters

1. Arts & Creative
2. Construction and Manufacturing
3. Trades
4. Transportation and Logistics
5. Health and Biomedical
6. Business Administration, Finance and Marketing
7. Law Government, Public Safety, Corrections, and Security
8. STEM
9. Human Services, Hospitality, Sports and Tourism
10. Education and Student Resources

\*Exhibit Hall Sponsor-Logo prominently placed throughout hallway + Company tiles in the lobby will directly link to the company's career booth



## VIRTUAL BOOTHS



Booths are customizable, and several templates are available. Upload videos, pamphlets, flyers, pictures, and career stories to your booth.

For example: Videos about “a day in the life of an employee”; “what I wanted to do and how I got where I am now”, resume tips; education needed for jobs at your company.

The content options are limitless. Students can add information you provide to their “backpacks” and revisit it after they leave the fair.

**(Booth size determined by sponsor level - example shown is highest level)**

## VIRTUAL AUDITORIUM



Students can stop in the auditorium throughout the day to watch webinars. Each webinar will be 3 to 5 minutes long.

# HOW YOU CAN PARTICIPATE

By supporting **JA Inspire** you are investing in the future and showcasing your business to potential employees. Your words, engagement and investment can change lives. Sponsors will not only support the student's participation but also provide videos, photos, and career information about your company. Students will be able to access JA Inspire 24/7 for the entire academic year as they continue the career planning process.

## **\$20,000** **IMPACT SPONSOR**

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- Prominent logo in Virtual External Lobby (outside view of walk up to conference center)
- Prominent logo in Virtual Conference Lobby
- Auto-play Welcome message (2-3 minutes) in Virtual Conference Lobby
- Webinar slot (3-5 minutes pre-recorded video) in auditorium
- Oversized, customizable Booth and 1 extra standard booth
- Logo recognition on JA Inspire collateral, virtual landing page and website
- Individual recognition on JA of North Florida social media and email blast
- Listed feature partner in JA Digital Career Book
- Custom Avatars for Booth
- Gamification points- 20

## **\$15,000** **AUDITORIUM SPONSOR**

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- Prominent logo in Virtual External Lobby
- Prominent logo in Virtual Conference Lobby
- Auto-play Welcome message (2-3 minutes) in Virtual Auditorium
- Webinar slot (3-5 minutes pre-recorded video) in auditorium
- Oversized, customizable Booth and 1 extra standard booth
- Logo recognition on website
- Logo recognition on JA Inspire collateral and virtual landing page
- Listed feature partner in JA Digital Career Book
- Individual recognition on JA of North Florida social media and email blast
- Custom Avatars for Booth
- Gamification points- 15

## **\$10,000** **EXHIBIT HALL SPONSOR**

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- Logo in Virtual Lobby with direct access to booth and additional external banner options
- Oversized, customizable Booth and 1 extra standard booth
- Logo placement in hallway
- Webinar slot (3-5 minutes pre-recorded video) in auditorium
- Listed feature partner in JA Digital Career Book
- Logo recognition on JA Inspire collateral and virtual landing page
- Individual recognition on JA of North Florida social media and email blast
- Custom Avatars for Booth
- Gamification points- 10

## **\$5,000** **PREMIER BOOTH SPONSOR**

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- Oversized, customizable Booth and 1 extra standard booth
- Webinar slot (3-5 minutes pre-recorded video) in auditorium
- Listed feature partner in JA Digital Career Book
- Recognition on JA North Florida email blast
- Group sponsor recognition on JA of North Florida social media
- Custom Avatars for Booth
- Gamification points- 5

## **\$2,500** **CAREER STARTER SPONSOR**

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- Standard, customizable booth
- Listed feature partner in JA Digital Career Book
- Group sponsor recognition on JA of North Florida social media
- Gamification points- 2

## **\$1,000** **STANDARD CUSTOMIZED BOOTH**

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- Basic booth
- Group sponsor recognition on JA of North Florida social media
- Gamification points- 1

# RESERVE MY SPOT!

**Registration Deadline: OCTOBER 30, 2023**

Thank you for your interest in JA Inspire, A Career Exploration Program! JA Inspire will reach students who will have the chance to interact with local business and industry representatives to learn more about career options available to them. Your partnership will help to motivate students in pursuing career opportunities available right here in our community. Join us as we help educate the future workforce and keep the talent pipeline filled!

**TO REGISTER: contact Tiffany Guthrie at [tiffany@janfl.org](mailto:tiffany@janfl.org) or call 904-398-9944 ext.230**

**For Online Payment Option please visit:** [Junior Achievement of North Florida JA Inspire](#)

**or Mail check:**

Junior Achievement of North Florida  
4049 Woodcock Dr. Suite 200, Jacksonville Florida, 32207

**CONTACT:** **Tiffany Guthrie**  
[Tiffany@janfl.org](mailto:Tiffany@janfl.org)  
904-398-9944 ext.230

Completing the registration process ensures a virtual career booth will be made available to your company. More information regarding booth specifics and design timelines will be forwarded to you upon registration.

