

SPONSORSHIP OPPORTUNITIES

This high-tech immersive simulation is a two-part event:

The **JA Stock Market Challenge**—a regional competition for high school students;
and

A Night on Wall Street—bringing professionals together for a night of food, drinks, fun and friendly competition!

JA Junior Achievement™ of the Bluegrass STOCK MARKET CHALLENGE

February 20 & 21, 2025

at The K Club—on UK's campus next to Kroger Stadium

Don't miss this opportunity to sponsor our 2025 event!

See back side for a complete list of sponsorships.

Using a simulated trading environment, teams of 3-4 players will experience the fast-paced thrill of the stock exchange during the **JA Stock Market Challenge**.

Once the opening bell is rung, the market opens and every 60 seconds is a new trading day! With 60 trading days, each day brings news through "Hot Tips" and "News Releases" from the "financial markets," challenging teams to evaluate trends and compete for the attention of floor traders to make trades, buy, and sell shares. Due to the volatile "market" and the high-energy of the competition, teams will be pushed to the brink.

Trading is fast, fun, and furious!

Students prepare for the **JA Stock Market Challenge** with the **JA Take Stock in Your Future™** classroom curriculum. Students must complete a minimum of three lessons prior to the competition. Through **JA Take Stock in Your Future**, high school students discover the benefits and challenges of investing in the stock market as part of a broader, long-term investment strategy and the risks and rewards of trading.



A Night on Wall Street takes place the evening prior to the student competition. This event brings professionals together for a night of food, drinks, fun and friendly competition as they experience the same thrilling simulation as the students—and competing to have the largest "portfolio" at the end of the evening.

A NIGHT ON
WALL \$TREET



Contact Laurel Martin to learn more about how your company can sponsor this event! 859.219.2423 or laurel@jalexington.org.

SPONSORSHIP LEVELS

Contact Laurel Martin at JA of the Bluegrass to learn more about how your company can sponsor this event! 859.219.2423 or laurel@jalexington.org.

\$10,000 PRESENTING SPONSOR

- Stock listing in your company's name starting at the highest opening price
- 4 corporate teams of 4 players for *A Night on Wall Street* reception
- Emcee recognition
- Logo on marketing materials
- Logo on master trading screen and rotating on standings screen
- Logo featured for one year on jalexington.org as a featured partner
- Social media shout out

\$5,000 OPENING/CLOSING BELL SPONSOR

- Representative from your company to ring opening/closing bell
- 2 corporate teams of 4 players for *A Night on Wall Street* reception
- Emcee recognition
- Logo on marketing materials
- Rotating logo on standings screen
- Recognition on jalexington.org
- Social media shout out

\$3,000 PADDLE SPONSORS

- 2 corporate teams of 4 players for *A Night on Wall Street* reception
- Logo displayed on paddles used by players to signal a trader

Two paddle sponsorships available—student event & corporate event.

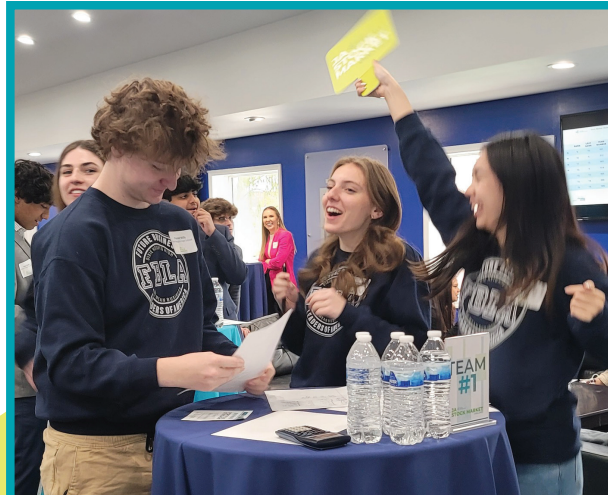
\$3,000 TRADER SPONSORS

- 2 corporate teams of 4 players for *A Night on Wall Street* reception
- Logo on Trader Vests worn each event

Two trader sponsorships available—student event & corporate event.

\$1,000 TEAM SPONSORS

- Sponsor 1 corporate team of 4 players for *A Night on Wall Street* reception – and –
- Provide a student team with the curriculum & experience of the *JA Stock Market Challenge*



Revenue generated from this event allows us to provide programming at little or no cost to educators and reinforces to the community your belief in the importance and mission of Junior Achievement.

A NIGHT ON
WALL \$TREET

JA Junior Achievement® of the Bluegrass
STOCK MARKET
CHALLENGE