



JA Inspire™
Virtual



Scheduled for November 18th and 19th

JA Inspire Virtual is a coalition of educators and industry leaders, led by Junior Achievement. At the Center of our work is a powerful, *virtual* career exploration event that will be massive, measured in student engagement and impact.



20,000 8th-12th grade students from school districts across Kentucky



Formally integrated into the school curriculum



Interactive showcase of careers from both our region and across Kentucky



Customizable exhibitor booths will allow sponsors to feature downloadable career information, photos and on-the-job videos

Why JA Inspire Virtual? Students will begin their exploration with mostly abstract notions and will end up focused and activated, with real insights on what industries interest them, what specific jobs are like, and what education is required to do them successfully. Not all students receive career mentorship at home. For businesses, this is a chance to build your future workforce.



For more information or to sign up your students, log on to www.JAInspireVirtual.org or contact Lynn Hudgins at lhudgins@jalexington.org.

How You Can PARTICIPATE — EXHIBIT SPONSOR

\$15,000: LEAD SPONSOR

(Directly support 15,000+ students)

JA seeks sponsorship to cover the cost of providing JA Inspire Virtual for students. Sponsors will fund student participation as well as help provide videos, photos and career information for your company. After the initial event, students will be able to access JA Inspire Virtual 24/7 for a 3-month period as they continue their career planning.

- Title sponsor logo in Virtual Conference Lobby
- Title sponsor logo on Virtual Auditorium stage
- Title sponsor logo in Virtual Exhibit Hall
- Auto-play Welcome Video in Virtual Conference Lobby
- Title sponsor customized Exhibit Booth for 15,000+ students
- Webinar Video (3-5 minutes) in Virtual Auditorium
- Logo placement in JA Inspire Student Guidebook
- Social Media Posts

\$5,000: GOLD SPONSOR

(Directly support 5,000+ students)

- Prominent logo in Virtual Conference Lobby
- Prominent logo in Virtual Exhibit Hall
- Prominent customized Exhibit Booth for 15,000+ students
- Webinar Video (3-5 minutes) in Virtual Auditorium
- Logo placement in JA Inspire Student Guidebook
- Social Media Posts

\$2,500: SILVER SPONSOR

(Directly support 2,500+ students)

- Logo in Virtual Exhibit Hall
- Customized Exhibit Booth for 15,000+ students
- Logo placement in JA Inspire Student Guidebook
- Social Media Posts

\$300: EXHIBITOR

- Customized Exhibit Booth for 15,000+ students

EACH SPONSOR WILL:

- Design and set up virtual interactive exhibits representing jobs at their company
- Ensure that exhibits interest and engage students—with as much “wow” factor as possible

If desired, JA staff will help to design and set up a sponsor’s Exhibit Booth. Data analytics and survey results will be provided to you following the event.



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