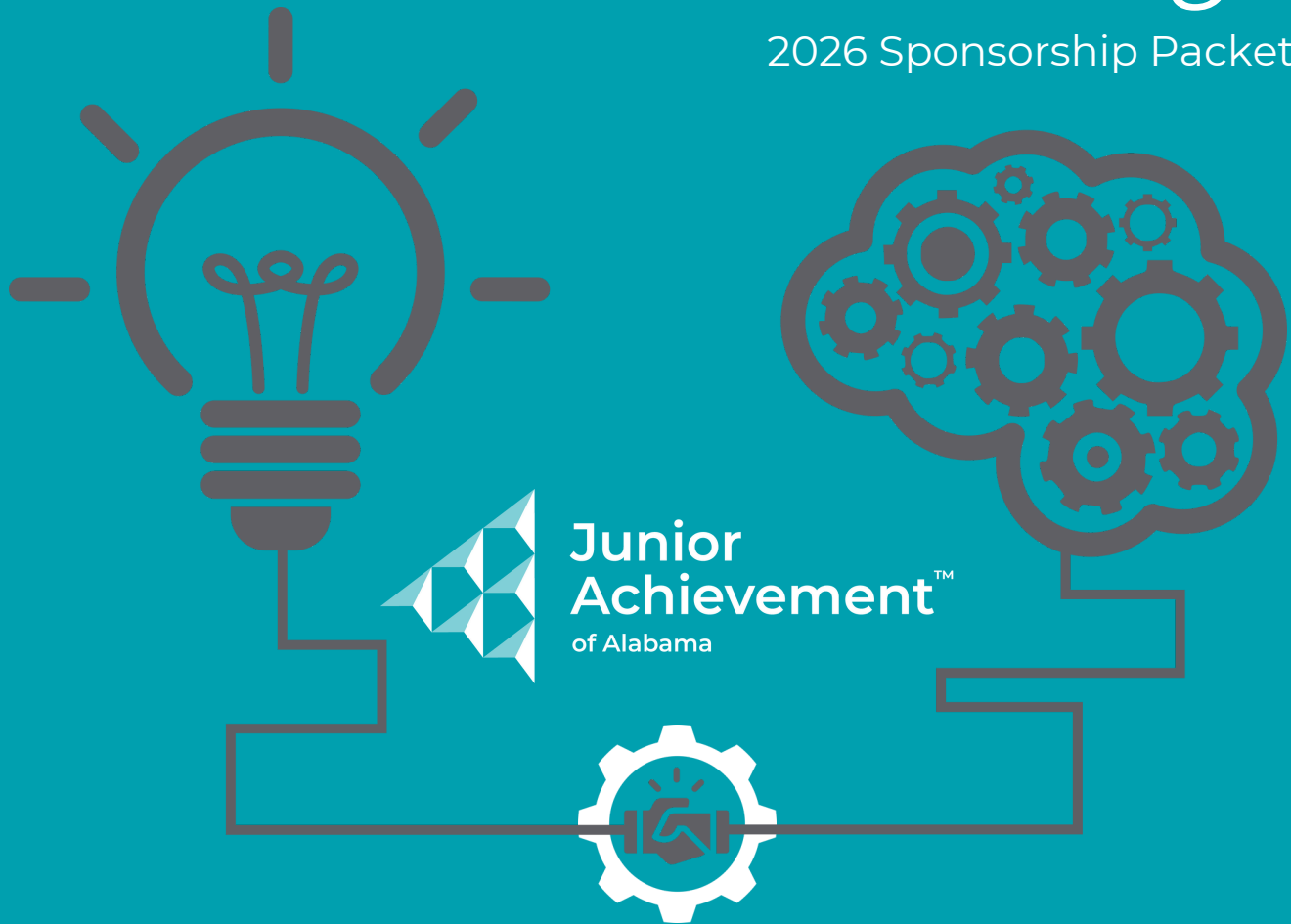


the best way to envision your future is to create it

JUNIOR **ACHIEVEMENT** Business Plan Challenge

2026 Sponsorship Packet



The JA Business Plan Challenge is an opportunity that allows young people to demonstrate their understanding of business fundamentals, the importance of creative marketing to a target audience, and the power of persuading potential investors during a live pitch.

As part of the preparation to compete in the challenge, students are provided the JA Be Entrepreneurial programs. Over the course of these JA in-class programs, students participate in mini-workshops, led by mentors from the business community, and work to develop solutions/businesses they will ultimately pitch to a panel of judges.

THOUSANDS
OF DOLLARS
IN SCHOLARSHIPS!



**Junior
Achievement**[™]
of Alabama

2026 JA Junior Board's BPC Sponsorship Opportunities

Become a Jr Board Corporate Sponsor and fund scholarships for local students in the Business Plan Challenge

PRESENTING SPONSOR

\$10,000

Your contribution will sponsor over 286 kids / 13 classrooms.

Sold

- ✦ Company name in the event title "JA Business Plan Challenge Presented by <company name>."
- ✦ Company name & logo recognition on all event-related materials, as email blasts, and social media marketing.
- ✦ Sponsor level & name listed on local JA & event websites.
- ✦ Recognition at Spirit of Free Enterprise Luncheon.
- ✦ Recognition at Business Plan Challenge.
- ✦ Recognition at Junior Achievement Board Meeting.
- ✦ Opportunity for sponsor banners at event.
- ✦ Recognition in press releases and all media partner ads/announcements

GOLD SPONSOR

\$5,000

Your contribution will sponsor approximately 132 kids / 6 classrooms.

- ✦ Company name & logo recognition on all event-related materials, email blasts, and social media marketing.
- ✦ Sponsor level & name listed on local JA & event websites.
- ✦ Recognition at Spirit of Free Enterprise Luncheon.
- ✦ Recognition at Business Plan Challenge.
- ✦ Recognition at Junior Achievement Jr Board Meeting.
- ✦ Opportunity for sponsor banners at event.
- ✦ Recognition in press releases and all media partner ads/ announcements.

SILVER SPONSOR

\$3,000

Your contribution will sponsor approximately 88 kids / 4 classrooms.

- ✦ Company name & logo recognition on all event-related materials, email blasts, and social media marketing.
- ✦ Sponsor level & name listed on event website.
- ✦ Recognition at Business Plan Challenge.
- ✦ Opportunity for sponsor banners at event.

BRONZE SPONSOR

\$2,000

Your contribution will sponsor approximately 44 kids / 2 classrooms.

- ✦ Company name on all event-related materials, email blasts, and social media marketing.
- ✦ Sponsor level & name listed on event website.

COMMUNITY PARTNER

\$750

Your contribution will sponsor approximately 22 kids / 1 classroom.

- ✦ Company name on all website and in post-event communications.

Want to get involved? Reach out to **Donya Rumore**
at donya.rumore@ja.org or 205.290.9365

alabama.ja.org





2026 JA Junior Board Business Plan Challenge Sponsorship Agreement

Please complete the following form to confirm your sponsorship. Thank you for continually helping Junior Achievement empower young people to own their economic success.

- | | | | | |
|---|---|---|---|--|
| <input checked="" type="checkbox"/> Presenting
Sponsor
SOLD | <input type="checkbox"/> Gold
Sponsor
\$5,000 | <input type="checkbox"/> Silver
Sponsor
\$3,000 | <input type="checkbox"/> Bronze
Sponsor
\$2,000 | <input type="checkbox"/> Community
Partner
\$750 |
|---|---|---|---|--|

I am unable to sponsor, but will support Junior Achievement with a charitable donation.

☐ Other _____



Scan QR code to pay and complete the sponsorship information at [online](#).

Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

☐ I have enclosed a check payable to Junior Achievement of Alabama (memo: Junior Board).

☐ Please send invoice to the address listed above.

Sponsor Signature: _____ Date: _____

The Biz Plan Challenge will take place in mid-April. Sponsorships and any appropriate logo or other collateral will need to be received by mid-March. Please coordinate with Jennifer Allison, contact information below.

Mail form & payment to: JA of Alabama, PO Box 19307, Birmingham, AL 35219

Or, email form to: jennifer.allison@ja.org

Questions? Please contact Jennifer Allison, (205) 290-9365

Want to make an impact at a local school? Reach out to
Donya Rumore at donya.rumore@ja.org or **205.290.9365**

Register here
to volunteer!

