

the best way to envision your future is to create it

JUNIOR ACHIEVEMENT Business Plan Challenge

2025 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. The competition is open to high school students involved in JA Be Entrepreneurial Program. Over the course of the JA in-class program, students participate in mini-workshops, led by mentors from the business community, and work to develop solutions/businesses that they will ultimately pitch to a panel of local entrepreneurs.

OVER
\$12,000
IN
SCHOLARSHIPS



Junior
Achievement[™]
of Alabama

2025 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

\$5,000

Your contribution will sponsor over 175 kids / 7 classrooms.

- ◀ 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

\$3,000

Your contribution will sponsor approximately 100 kids / 4 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

\$1,500

Your contribution will sponsor approximately 50 kids / 2 classrooms.

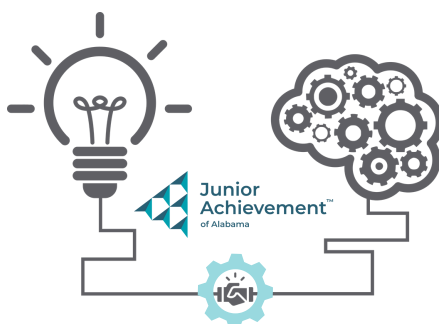
- ◀ Company name & logo recognition on all event-related materials, email blasts, and social media marketing.
- ◀ Sponsor level & name listed on event website.
- ◀ Recognition at Business Plan Challenge.
- ◀ Opportunity for sponsor banners at event.

BRONZE SPONSOR

\$750

Your contribution will sponsor approximately 25 kids / 1 classroom.

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





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

Presenting Sponsor Gold Sponsor Silver Sponsor Bronze Sponsor

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

\$50 \$100 \$150 Other _____

Registration

Organization: _____

Contact Name: _____ Title: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Donation

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

Please send invoice to the address listed above.



Scan QR code to pay at alabama.ja.org.

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

Pay online: alabama.ja.org/donate Include note: 2025 BPC

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

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

