

# JA Inspire Virtual Career Expo



**JA Inspire Virtual Career Expo** is an interactive online career fair for middle and high school students made possible through a collaboration of educators, industry leaders, and Junior Achievement. This powerful event will prepare and inspire youth to explore career paths they never knew were possible.

## March 23 - March 25, 2021

**Why JA Inspire Virtual Career Expo?** Together, we can create equitable access to career mentorship opportunities for today's young people. Students will turn abstract career notions into real insight on career industries, job opportunities, and education paths to reach their goals. Businesses can support youth on this journey and build the workforce of the future.

### Virtual Career Expo Highlights:

- Interactive showcase of local and regional careers by industry
- Online student self-guided or teacher-led pre & post event JA curriculum available
- Downloadable career information and on-the-job videos
- Virtual backpack allows students to save what interests them
- Gamification adds fun and increases student engagement
- Extended student access - up to 4 hours on event day, plus 24/7 access for 3 additional months!
- Online software is compatible with multiple devices: computers, tablets, mobile phones
- Adaptable for in-class or remote learning



**White screens will display company logos**



# Sponsorship Opportunities

**How you can participate:** Join us in providing an engaging career exploration experience for 20,000+ young people seeking career and industry knowledge. Sponsors make this event possible for students and have the opportunity to showcase their company with information, videos, photos, and career opportunities. Post-event, students and their families will have access to the platform for a 3-month period to continue their career planning.

 Inspiring Tomorrows <sup>®</sup>	Presenting Sponsor	Auditorium Sponsor	Lobby Sponsor	Exhibitor Hall Sponsor	Premier Booth Sponsor	Career Booth Sponsor	Kiosk Sponsor
	\$25,000	\$15,000	\$15,000	\$10,000	\$5,000	\$2,500	\$500 Corporate / \$250 Nonprofit
Oversized exclusive Virtual Career Booth with additional banner & prominent placement	X	X	X	X			
Large Virtual Career Booth with additional banner options					X		
Customized Virtual Career Exploration Booth	X	X	X	X	Large	Medium	Small
Logo in Virtual Lobby with direct access to booth	X	X	X	X			
Logo on virtual landing page	X	X	X	X			
Logo in Virtual Exhibit Hall	X			X			
Logo in Virtual Auditorium	X	X					
Opportunity to host recorded webinar	X	X					
Company logo and information on JA Digital Career Book	X	X	X	X	X	X	
Naming rights for gamification (student engagement tool)			X				
Industry cluster naming rights				X			
Individual Sponsor social media post	X	X	X				
Group Sponsor social media post	X	X	X	X	X	X	
CRA credits for qualified financial institutions	X	X	X	X	X	X	X

## 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.

*JA staff will provide all sponsor guidelines to support design needs and sponsor assets. Data analytics and survey results will be provided following the event.*

**For more information about sponsorship opportunities, contact LaChelle Williams at [lachelle@jaum.org](mailto:lachelle@jaum.org)**