What It Is

The Stock Market Challenge is a technology based simulation of the stock market in which every 60 seconds represents a day of trading. Beginning with a hypothetical account balance of $500,000, the stakes are high and the competition is fierce.

Corporate funders sponsor their own team(s), as well as approximately 150 high school students who will complete five in-school lessons on investments before competing in the Student Stock Market Challenge earlier the same day, allowing the students to experience all of the rush with none of the risk. Following the event, students will have the opportunity to review their results and analyze the impact of their trades.

At the end of the experience, students walk away with a sense of how the stock market works, the importance of teamwork, and will be more financially savvy, while the corporate sponsors walk away having invested in far more than just another networking event. They have invested in the future. They have introduced their brands and their support to the next generation, and they have become stakeholders in the Junior Achievement mission to inspire and prepare young people to succeed in a global economy.

Your support will help local students learn financial literacy, workforce readiness, and entrepreneurship skills that will prepare them for a self-sustaining future.
Sponsorship Levels

On a first come first serve basis all partner companies have the opportunity to deliver the pre- and post-event lessons in-class to students. Partner volunteers will be invited to participate in additional JA lessons throughout the year if schedules are limited.

Title Sponsor(s): $20,000
- Four teams (16 players) to participate in the Corporate Challenge with premium placement on the “trading floor”
- Sponsors eight student teams at the Student Challenge
- Speaking opportunity to address participants and ring opening bell at both Student and Corporate Challenges
- Opportunity for employee engagement to act as traders at both Student and Corporate Challenges
- Company logo on materials provided to players prior to and during the game
- 0% Commission fee on all trades during Corporate Challenge
- Company listed as a stock in game-play for both Student and Corporate Challenges
- Give-aways to students in gift bags (optional, at sponsor’s expense)
- Inclusion in event press releases
- Recognition in event marketing: social media, signage, program book and AV presentations

Host Sponsor: $16,000 (exclusive)
- Hosts the event at a company venue
- Three teams (12 players) to participate in the Corporate Challenge
- Sponsors three student teams at the Student Challenge
- Opportunity to ring the closing bell at Corporate Challenge
- Opportunity for employee engagement (3-4 volunteers) to act as Traders at Student & Corporate Challenge
- 0% Commission fee on all trades during Corporate Challenge
- Company listed as a stock in game-play for both Student and Corporate Challenges
- Give-aways to students in gift bags (optional, at sponsor’s expense)
- Recognition in event marketing: social media, signage, program book and AV presentations
- Logo printed on Risk Analysis Report given to students

Capital Sponsor(s): $10,000
- Two teams (8 players) to participate in the Corporate Challenge
- Sponsors two student teams at the Student Challenge
- 0% Commission fee on all trades during Corporate Challenge
- Company listed as a stock in game-play for both Student and Corporate Challenges
- Give-aways to students in gift bags (optional, at sponsor’s expense)
- Recognition in event marketing: social media, signage, program book and AV presentations
- Company logo on hot tips slip in game-play at student & corporate

Commission Sponsor(s): $7,000
- Two teams (4 players) to participate in the Corporate Challenge
- Sponsors one student team at the Student Challenge
- Company logo on attire worn by all traders during gameplay for both Student and Corporate Challenges
- Recognition in event marketing: social media, signage, program book and AV presentations

Hospitality Sponsor(s): $6,000
- One team (4 players) to participate in the Corporate Challenge
- Sponsors one student team at the Student Challenge
- Logo recognition on signage at food and beverage stations at either the student event or corporate event
- Logo printed on stickers on all boxed lunches at student event and logo printed on cocktail napkins at the corporate event
- Recognition in event marketing: social media, signage, program book and AV presentations

Double Equity Sponsor: $5,000
- Two teams (8 players) to participate in the Corporate Challenge
- Sponsors two student teams at the Student Challenge
- Recognition in event marketing: social media, signage, program book and AV presentations

Hot Tips Sponsor: $4,000
- One team (4 players) to participate in the Corporate Challenge
- Sponsors one student team at the Student Challenge
- Recognition in event marketing: social media, signage, program book and AV presentations
- Logo printed on hot tips slip in game-play at student & corporate challenge

Printing Station Sponsor: $3,000
- One team (4 players) to participate in the Corporate Challenge
- Sponsors one student team at the Student Challenge
- Recognition in event marketing: social media, signage, program book and AV presentations
- Logo printed on printing station table signs during game-play at student & corporate challenge

Equity Sponsor: $2,500
- One team (4 players) to participate in the Corporate Challenge
- Sponsors one student team at the Student Challenge
- Recognition in event marketing: social media, signage, program book and AV presentations

Student Trade Sponsor: $1,000
- Sponsors one student team at the Student Challenge
- Recognition in event marketing: social media, signage, program book and AV presentations

For more information, contact Kelsey Taylor, Development & Events Manager at ktaylor@janewengland.org.