



**Junior
Achievement**[®]
of Greater St. Louis



Play4JA Special Fundraising Events Sponsorship Levels

Last school year, Junior Achievement of Greater St. Louis reached over 154,000 students with 1/3 through remote learning. Due to COVID-19, the JA Bowl-a-Thon transitioned into also offering alternative virtual fundraising events under the new name, Play4JA. The updated sponsorship options reflect marketing for both virtual and in-person events. The marketing will start once a company makes a pledge to a sponsorship or has met the fundraising minimum for a sponsorship level.

Thank you for continued support.

Play4JA Special Events Offered:

Play4JA Virtual Trivia

Play4JA Virtual Bingo

Play4JA Bowl-a-Thon

To confirm sponsorships or for further questions, please reach out to Kristi Byford at kdunkelberger@jastl.org or 636.728.0707 ext. 235. Thank You!



**Junior
Achievement**[®]
of Greater St. Louis



Play4JA Sponsorship Levels

Executive Sponsorship - Impacts 400 Students

\$10,000 sponsorship or company that fundraises \$100,000

- *References and promotions to be titled with event(s) name presented by company name(s)*
- *Company logo included on promotional material header or main page*
- *Company logo printed on its own banner at the welcome desk for bowling events or displayed on welcome page of virtual events*
- *Company logo included next to JA's logo in Constant Contact event email blasts reaching 10,000+ constituents*
- *Company logo displayed on social media sites promoting virtual special events and bowling events*
- *Social media thank you with a colored company logo displayed top and center*
- *Colored company logo top and centered on banner with all sponsors at end of bowling lane or screen display*
- *Recognition on JA websites including jastl.org, jatrivia.org, jastlbowlathon.org, and other Play4JA game sites*

Presenting Sponsorship - Impacts 200 students

\$5,000 sponsorship or company that fundraises \$50,000

- *Company name verbally announced for an entire round of each virtual event or at the start of each bowling event*
- *Social media thank you with a colored company logo*
- *Colored company logo on banner with all sponsors at end of bowling lane or screen display and at all virtual events*
- *Recognition on JA websites including jastl.org, jatrivia.org, jastlbowlathon.org, and other Play4JA game sites*

Platinum Sponsorship - Impacts 120 students

\$3,000 sponsorship or company that fundraises \$30,000

- *Company name verbally introduced before giving out virtual and in-person event attendance prizes*
- *Social media thank you with a black and white company logo*
- *Company logo on banner with all sponsors at end of bowling lane or screen display and at all virtual events*
- *Recognition on JA websites including jastl.org, jatrivia.org, jastlbowlathon.org, and other Play4JA game sites*

Gold Sponsorship - Impacts 40 students

\$1,000 sponsorship or company that fundraises \$10,000

- *Social media thank you with company name*
- *Company logo on banner with all sponsors at end of bowling lane or screen display and at all virtual events*
- *Recognition on JA websites including jastl.org, jatrivia.org, jastlbowlathon.org, and other Play4JA game sites*

Silver Sponsorship - Impacts 20 students

\$500 sponsorship or company that fundraises \$5,000

- *Company name on banner with all sponsors at end of bowling lane or screen display and at all virtual events*
- *Recognition on JA websites including jastl.org, jatrivia.org, jastlbowlathon.org, and other Play4JA game sites*