

Inspire participants with a glimpse into your business and careers, enabling them to become workforce-ready by supporting **Junior Achievement of Southeastern Michigan's Career and Work Readiness Programming for over 10,000 youth in southeastern Michigan.**

The JA programs focused on career and work readiness lay the groundwork about roles in the world of work; and allow youth to gain critical knowledge and skills that enable them to explore, choose, and advance in their future career paths.

Youth develop transferable soft skills and explore careers they might not otherwise have considered. JA's community- and volunteer-based partnerships validate key skills and knowledge needed in the future workforce.

Why is this important?

- JA Programming helps students work toward individual goals and gives them opportunities to develop skills, behaviors, and attitudes required in the workplace, post-secondary education, and in life. Students who learn this way are lifelong learners, as well as adept problem-solvers.
- A JA USA study shows for every one employer who mentions a Hard Skill as a type of skill they seek when hiring 18-25-year-olds for entry level positions, almost two (1.8) mentioned a Soft Skill. While young adults agree that soft skills are highly sought by employers, they misjudge the need for hard skills.
- Additionally, the survey showed, while it is most essential to employers that new hires be honest, have a good work ethic, and are dependable/reliable, fewer young adults feel honesty is the most important trait. Young adults concur with employers on the level of importance of work ethic and dependability.
- By 2030, Michigan Department of Labor and Economic Opportunity (LEO) wants to increase the number of working-age adults with a skill certificate or college degree from 49% to 60% (sixtyby30.org).

JA's career & work readiness programming helps youth develop these ten competencies, which employers value.

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| • <i>Collaboration</i> | • <i>Decision Making</i> |
| • <i>Critical and Analytical Thinking</i> | • <i>Problem Solving</i> |
| • <i>Engaging Communication</i> | • <i>Self-Direction</i> |
| • <i>Cultural Agility</i> | • <i>Interpersonal Skills</i> |
| • <i>Creativity</i> | • <i>Career Development</i> |



SPONSORSHIP BENEFIT MENU

JA Presenting Sponsor \$50,000

Please select up to 9 customized benefits

JA Diamond Sponsor \$35,000

Please select up to 8 customized benefits

JA Platinum Sponsor \$25,000

Please select up to 7 customized benefits

JA Gold Sponsor \$15,000

Please select up to 6 customized benefits

JA Silver Sponsor \$10,000

Please select up to 5 customized benefits

JA Bronze Sponsor \$5,000

Opportunity for a booth*, volunteer opportunities, and name placement on JA Inspire virtual platform

JA Iron Sponsor \$1,000

Opportunity for a booth* and volunteer opportunities

JA Supporter \$ 500

Opportunity for a booth* and volunteer opportunities

Customizable Benefits

- *Branded Booth(s) on the JA Inspire Virtual Career Exploration Platform
- Sponsor and invite a partner company for a virtual booth (i.e. small business)
- Logo placement and recognition on JA Website
- Name placement and recognition on JA Website
- Logo placement on JA Inspire virtual platform
- Name placement on JA Inspire virtual platform
- Social media recognition- LinkedIn, Facebook, Instagram, Twitter
- Sponsor Recognition for Elementary Program(s)
- Sponsor Recognition for Middle School Program(s)
- Sponsor Recognition for High School Program(s)
- Sponsor Recognition for Young Adult Program(s)
- Volunteer Opportunities (CRA//Affinity Group//other)

Sponsorship Contact:

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