



The mission of Junior Achievement (JA) is to inspire and prepare young people to succeed in a global economy by recruiting and training community volunteers to teach K-12 students about entrepreneurship, career/work readiness and financial literacy.

## The Challenge

Entrepreneurs are the engine of a strong economy, yet obstacles often sidetrack new startups, even from the time potential business owners are still in their teens.

Research from JA and Ernst & Young found that 41% of young teens would consider entrepreneurship as a career option. 55% of US middle school students say they plan to start their own businesses. By high school, that number drops to 27%.

“Fear of Failure” is a prime concern of many teens, who say it might stop them from starting a business. Sixty-nine percent of teens have an entrepreneurial idea but are unsure of what to do next.

According to a recent survey done by JA and ORC International, 87% of teens have an interest in starting their own business. Forty-two percent of those teens who feel entrepreneurial would consider opening a business if they were given information on how to run a business.

The business and academic communities in Wisconsin are searching for partners who can help our young people develop the entrepreneurial skills and confidence needed to solve problems and achieve that “Aha” moment when they see the vision for their own business. Junior Achievement is one of those partners who can make an impact. JA can supply classroom programs that conform to national and state education standards while providing age-appropriate lessons that show students how to create a successful business. JA can also help community businesses connect with students and provide opportunities to create a generation of entrepreneurs ready to grow the Wisconsin economy. Another way JA helps young entrepreneurs is through a statewide competition for Wisconsin teens who run their own businesses.

## Event Overview

- 4 student contestants will compete live in front of a virtual audience and a live panel of celebrity judges to win scholarship prizes
- Celebrity judges will critique, ask questions and provide feedback to each student contestant and select the winner of the competition during the live broadcast
- The event is open to the public, and viewers will have the opportunity to engage in numerous ways during the event and vote for the “Viewer’s Choice Award”
- Investment opportunities will be available throughout the broadcast to support Junior Achievement of Wisconsin with financial contributions and help reach fundraising goals
- The show will be recorded, edited and aired in a 60-minute segment on WITI Fox 6 network in Southeastern Wisconsin on a TBD weekend in February or March

## Media Partner



## Student Contestant Eligibility

We're asking the brightest young entrepreneurs from across the state to compete live in front of some of Wisconsin's most successful entrepreneurs who will serve as judges, awarding cash scholarship prizes to the winning student entrepreneur.

Student contestants must meet the following requirements:

- Any student (grade 5th -12th) who is a legal resident of the United States and the State of Wisconsin and is currently enrolled in a primary, middle or high school (public, parochial, private, virtual, or home school).
- Owner(s) or manager(s) of a private or public company. Business may be seasonal and must have been in operation since January 2020. Multiple owners will equally share the scholarship/cash prize. The business must have been created by the applicant(s), who must have had continuity of ownership/management throughout the existence of the business.



# Sponsorship Opportunities

## Regional Winner Sponsor - \$15,000 *(Four Available)*

The four Regional Winner Sponsors will have premier visibility during the live event as well as an on-air episode including a sponsor segment and a speaking opportunity.

### Benefits

- 30 second sponsor segment played from the “stage” during live event
- Ability for the sponsor representative to introduce a student contestant
- Prominent sponsor logo on the JA website, event registration and reception area with hyperlink to company website
- Large prominent sponsor logo in the expo center, with personalized booth, ability to collect
- Social media mention(s) with tags, prior to and after the event

## Viewer’s Choice Award - \$10,000 *(One available)*

Engage your brand with our audience live by sponsoring the online poll for viewers to pick their favorite student pitch! Benefits include company branding and exclusivity.

### Benefits

- Sponsor logo on the JA website, event registration and reception area with hyperlink to company website branded as “Viewer’s Choice Award brought to you by...”
- Sponsor branding on poll voting during the live broadcast
- Medium-size sponsor logo in the expo center, with personalized booth, ability to collect viewer emails, play video and/or provide special offers
- Mentions from the stage by speakers
- Social media mention(s) with tags, prior to and after the event
- Personalized invitation link to share with guests

## Where are they now? - \$7,500 *(One Available)*

Sponsor a segment to show where last year’s finalist are today.

### Benefits

- 30 second sponsor segment played from the “stage” during live event
- Prominent sponsor logo on the JA website, event registration and reception area with hyperlink to company website
- Social media mention(s) with tags, prior to and after the event

## Venture Sponsor - \$5,000

Take the risk like a venture capitalist and join JA for this unique live event highlighting the future leaders of Wisconsin! Venture sponsors will have all-around visibility during the event

### Benefits

- Mention from the stage by speakers
- Social media mention(s) with tags, prior to and after the event
- Personalized invitation link to share with guests

## Incubator Sponsor - \$1,000+

Your support will help mentor and guide our young competitors to economic success! Any gift is appreciated, and all sponsorships over \$1,000 will be recognized publicly.

### Benefits

- Business name listed on the JA Wisconsin Event website
- Business name listed on the event streaming platform during the event

