



Junior  
Achievement™  
of Southwest New England

# JA STOCK MARKET



## CHALLENGE

## LOCATION

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Pratt & Whitney Stadium  
at Rentschler Field

## DATE

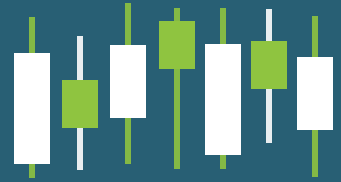
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**MARCH 12, 2024**

# JA



Junior Achievement™  
of Southwest New England



# STOCK MARKET

March 12, 2024

CHALLENGE

## Empower Tomorrow's Investors with the JA Stock Market Challenge

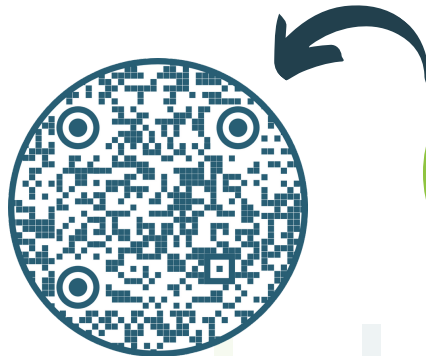
### Sponsorship Opportunities:

Junior Achievement needs companies like yours to empower students by introducing them to essential concepts about the stock market, the influence of current events, and the art of investment.

*JA Stock Market Challenge* provides students and teachers the unique opportunity to apply their knowledge in a real-world setting following five weeks of lessons. Teams of students compete by utilizing simulated funds to invest and trade within a fictitious market. Through this engaging competition, participants fine-tune their stock selection skills, learn best practices, cultivate financial acumen, and embrace the risks and rewards inherent to the stock market.



**150+**  
Students Impacted



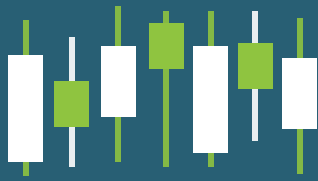
Scan to  
See Event  
in Action



**\$75,000+**  
Fundraising  
Goal

Join us in our mission to promote financial education and prepare students for a brighter future.

Interested? Contact Tomeka Cole  
tcole@jaconn.org or (860) 986-7487



# EXPERIENCE THE THRILL OF THE **TRADING FLOOR**



## Why sponsor the JA Stock Market Challenge?

As a sponsor, you will:

- Inspire hundreds of students with the powerful **JA Take Stock in Your Future lessons** followed by a realistic experience of what it's like on the trading floor through the **JA Stock Market Challenge**.
- Contribute to the advancement of financial literacy and empowering young individuals to make informed financial decisions.
- Demonstrate your commitment to education and youth development and also position your company as a driving force behind a generation of financially savvy future leaders.
- Elevate your company's prominence while forging connections with fellow industry leaders during the evening adult competition.

## As a sponsor we invite you to join us for the Corporate Challenge Event

Professionals representing generous companies across Connecticut will unite for an evening filled with food, drinks, and friendly competition.

Experience the thrill of this unparalleled event, knowing that the proceeds support JA programming for young people across the state.

**Will your team be our next champion?**

## What is The Challenge?

Teams are issued \$1,000,000 to buy mock stock in 30 fictitious companies. Once the opening bell is rung, the market opens and every 60 seconds is a new trading day. Teams track stock performance on the event screens and identify trends based on the hot tips and press releases shared. Due to the volatile market, and the game's frantic pace, teams are challenged as they compete for the largest portfolio by the end of trading.

Interested? Contact Tomeka Cole  
tcole@jaconn.org or (860) 986-7487

# HOW TO PARTICIPATE

## Contact Us to Sponsor

**Tomeka Cole**  
**tcole@jaconn.org**  
**(860) 986-7487**



### Discounted Rate for College Student Teams **\$1,000**

- One team (4-6 players) to participate in the Corporate Challenge
- Sponsor curriculum & two student teams at the Student Challenge

### Stock Watcher Tickets **\$100** Food, Drinks & Networking without game play

### Additional Sponsorships:

- Student Giveaway Sponsor **\$3,500**
- Food Sponsor **\$2,500**
- Beverage Sponsor **\$2,000**
- Technology Sponsor **\$1,500**
- Awards & Prizes **\$1,500 - SOLD**
- Full-Page Program Ad **\$750**
- Half-Page Program Ad **\$500**

## \$25,000 PRESENTING SPONSOR (2)

- Ring bell at Student or Corporate Challenge
- Speaking opportunity to address participants at Student Challenge
- Opportunity for employee engagement as traders for the Challenges
- Four teams (16 players) to participate in the Corporate Challenge with premium placement on the “trading floor”
- Sponsors lessons & four student teams at the Student Challenge
- Company logo on materials provided to players prior to the game
- Company logo on volunteer Trader hats and/or shirts
- Private Trader for your Corporate Teams
- Giveaways to students in gift bags (optional, at sponsor’s expense)
- Prominent recognition in all event marketing and event signage

## \$20,000 CAPITAL SPONSOR

- Speaking opportunity to address participants at Student Challenge
- Opportunity for employee engagement as traders for the ChallengesTwo teams (8 players) to participate in the Corporate Challenge
- Sponsors lessons & three student teams at the Student Challenge
- Private Trader for your Corporate Teams
- Company logo displayed at the portfolio station table and on team table tents
- Giveaways to students in gift bags (optional, at sponsor’s expense)
- Prominent recognition in all event marketing and event signage

## \$10,000 INVESTMENT SPONSOR

- Two teams (8 players) to participate in the Corporate Challenge
- Sponsors lessons & three student teams at the Student Challenge
- Opportunity for employee engagement as traders for the Challenges
- Company logo displayed on team table tents
- Give-aways to students in gift bags (optional, at sponsor’s expense)
- Prominent recognition in all event marketing and event signage

## \$8,000 HOT TIPS SPONSOR

- Two teams (8 players) to participate in the Corporate Challenge
- Sponsor curriculum & three student teams at the Student Challenge
- Opportunity for employee engagement as traders for the Challenges
- Company logo displayed at the portfolio station table
- Recognition in all event marketing and event signage

## \$5,000 PENNY STOCKS SPONSOR

- Two teams (8 players) to participate in the Corporate Challenge
- Sponsor curriculum & two student teams at the Student Challenge
- Company logo displayed at the portfolio station table
- Recognition in all event marketing and event signage

## \$2,500 PORTFOLIO SPONSOR

- One team (4 players) to participate in the Corporate Challenge
- Sponsor curriculum & two student teams at the Student Challenge
- Company name displayed at the portfolio station table
- Recognition in event marketing and event signage