18 UNDER 18

Junior Achievement of Arizona presents the best and the brightest Arizona youth.

In partnership with The Arizona Republic/AZCENTRAL, our 3rd annual JA 18 Under 18 awards program honors the most outstanding young people in Arizona. This program showcases the state’s up-and-comers who show exceptional entrepreneurial spirit, leadership, community service, and an overall extraordinary skillset – the young people who represent the future leaders, change makers and innovators throughout the entire state. Past recipients include nonprofit founders, entrepreneurs, activists, scientists and more.

At a morning breakfast event in our JA BizTown, we recognize each of the 18 recipients, share their stories and celebrate all they will accomplish for our community in the future.

EVENT

• DATE: Saturday, April 12, 2020
• LOCATION: Junior Achievement of Arizona’s JA BizTown - Tempe, AZ
• TIME: 8-10 AM

OPPORTUNITIES TO GET INVOLVED

• SPONSOR THE PROGRAM OR EVENT (details enclosed)
• PROVIDE GIFTS/SCHOLARSHIPS
• NOMINATE A STUDENT (at 18UNDER18.ORG)
• SPREAD THE WORD

ENTREPRENEURIAL SPIRIT | LEADERSHIP | MAKING THE COMMUNITY BETTER | EXTRAORDINARY SKILLSET
TITLE SPONSOR - $15,000
• Large logo on all promotional Ads
• Large logo on recipient profile website
• Large logo with link on nomination form website
• Large Branded Content “Custom Article Plus” on AZCENTRAL, written by Arizona Republic staff, online for 1 year. Promoted on AZCENTRAL homepage for 30 days, used to showcase sponsor, and community involvement.
• 500,000 promo banner ad impressions
• Enhanced Sponsored Facebook Boosted Post on AZCENTRAL
• Event Sponsor – logo on signage at event, opportunity to present awards, opportunity to provide “award” item to recipients, recognition in printed event program

PRESENTING SPONSOR - $10,000
• Logo on all promotional Ads
• Logo on recipient profile website
• Logo with link on nomination form website
• Large Branded Content “Custom Article Plus” on AZCENTRAL, written by Arizona Republic staff, online for 1 year. Promoted on AZCENTRAL homepage for 30 days, used to showcase sponsor, and community involvement.
• 500,000 promo banner ad impressions
• Enhanced Sponsored Facebook Boosted Post on AZCENTRAL
• Event Sponsor – logo on signage at event, opportunity to provide “award” item to recipients, recognition in printed event program

EVENT SPONSOR - $5,000
• Logo on all promotional Ads
• Logo on recipient profile website
• Event Sponsor – logo on signage at event, opportunity to present awards, opportunity to provide “award” item to recipients, recognition in printed event program

AWARDS SPONSOR - $2,500
• Logo on all promotional Ads
• Logo on recipient profile website
• Event Sponsor – logo on signage at event, recognition in printed event program

STUDENT LEADER SPONSOR - $1,000
• Recognition on recipient profile website
• Event Sponsor – recognition on signage at event, recognition in printed event program

CHAMPION OF HOPE SPONSOR - $500+
• Recognition in printed event program
• May be applied to Charitable Tax Credit (up to $400/person)

IN-KIND CONTRIBUTIONS (Recipient gifts/services)

WWW.18UNDER18.ORG
**PROMOTION PLANS**

**NOMINATIONS**
- Custom nomination website at 18Under18.org
- Announcement post on JAAZ.org
- 2 half-page print ads in Arizona Republic
- 6 quarter-page print ads in Arizona Republic
- 3 quarter-page ads in each Arizona Republic community zone
- 4 paramount high impact digital ads on AZCENTRAL homepage
- Promo banner ads on AZCENTRAL
- 10 eblasts to AZCENTRAL database (61K+ subscribers)
- 2 eblasts to JA of Arizona database (41K+ subscribers)
- Ongoing organic social media posts on JA profiles
- Paid Facebook post promotion
- Promotion through on-air advertising on iHeart radio stations
- Promotion through earned media
- Promotion to all volunteers during nomination window
- Promotion to all JA school and teacher partners (400+ schools)

**RECIPIENT ANNOUNCEMENT**
- Custom website announcing and profiling the 18 recipients at 18Under18.org
- Announcement post on JAAZ.org
- 1 half-page print ad in Arizona Republic
- 2 quarter-page print ads in Arizona Republic
- 3 quarter-page ads in each Arizona Republic community zone
- 2 paramount high impact digital ads on AZCENTRAL homepage
- Promo banner ads on AZCENTRAL
- 2 eblasts to AZCENTRAL database (61K+ subscribers)
- 2 eblasts to JA of Arizona database (41K+ subscribers)
- Ongoing organic social media posts on JA profiles
- Paid Facebook post promotion
- Promotion through on-air advertising on iHeart radio stations
- Promotion through direct mail to segments of JA constituency
- Promotion through earned media
- Promotion to cities and school districts were recipients live/attend

**EVENT VISIBILITY**
- Up to 200 guests from the community including families, educators, elected and school officials and community influencers
- Sponsor recognition in printed program
- Sponsor recognition on event signage
- Sponsor recognition from stage
- Opportunity for sponsors to provide gifts/scholarships to recipients