

Junior Achievement of Arizona presents

# THE BEST AND THE BRIGHTEST OF 2020

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.

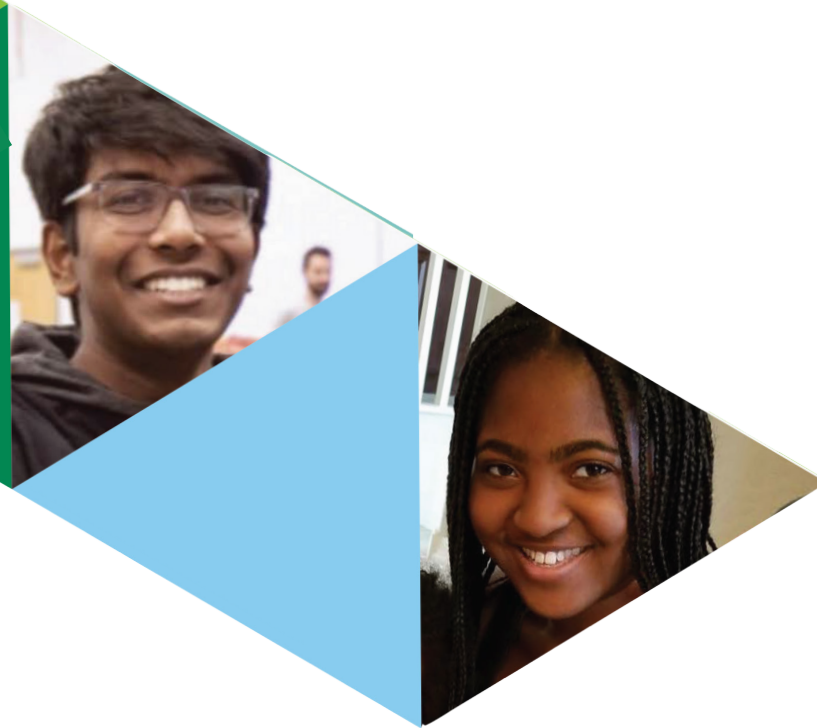
# 18 UNDER 18

## EVENT

- **DATE:** *Saturday, April 17, 2021*
- **LOCATION:** *Junior Achievement of Arizona's JA BizTown & VIRTUAL Broadcast*
- **TIME:** *8-10 AM*

## OPPORTUNITIES TO GET INVOLVED

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



[WWW.18UNDER18.ORG](http://WWW.18UNDER18.ORG)

# SPONSORSHIP OPPORTUNITIES

## 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 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 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)



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# 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 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 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

