

BUSINESS ★ LEADERS

# HALL OF FAME

JUNIOR ACHIEVEMENT  
OF THE TRIAD

PRESENTED BY

**DeJoy** FAMILY  
**Wos** FOUNDATION

**MARCH 12, 2024**

THE TERRACE • GREENSBORO COLESIUM

# 2024 SPONSORSHIP PACKAGE

## ABOUT THE EVENT

Junior Achievement of the Triad's Business Leaders' Hall of Fame recognizes individuals whose innovative approach towards business excellence and community service shine as inspiring examples for all. Selected annually, inductees are honored each year at the gala dinner. The 2024 Business Leader's Hall of Fame is Tuesday, March 12th, 2024 at The Terrace at The Greensboro Coliseum.

## OUR IMPACT ON STUDENTS

At Junior Achievement we believe in "possible." Each day, we work to help young people discover what is possible for their lives. We do this by helping them connect what they learn in school with life outside the classroom. We let them know it's possible to invest in their future, to gain a better understanding of how the world works, and to pursue their dreams. We show them that it's possible for tomorrow to be a better day.

Junior Achievement of the Triad has been serving area students since 1965 and is part of the nation's largest organization dedicated to giving young people the knowledge and skills they need to own their economic success, plan their futures, and make smart academic and economic choices. JA's programs – in the core content areas of work readiness, entrepreneurship, and financial literacy – ignite the spark in young people to experience and realize the opportunities and realities of work and life in the 21st century.

## SPONSORSHIPS

Supporting our Business Leaders' Hall of Fame event is vital for Junior Achievement to sustain impactful programs for more than 15,000 local students. JA programs, benefiting K5 through 12th -grade students in high impact schools, focus on financial literacy and work readiness. Across our five-county footprint, 80% of the students we serve are economically disadvantaged and your sponsorship will ensure that all programs remain cost-free to students. By participating in this premier event, you directly contribute to shaping the future of thousands of local students by providing life-changing financial literacy education.

As a Hall of Fame sponsor, your organization gains visibility in front of a distinguished audience of over 400 industry and community leaders. Additionally, your brand will be featured in promotional materials, reaching a broad audience associated with one of North Carolina's largest business events. Join us in making a lasting impact on the education of tomorrow's leaders.

### INDIVIDUAL TICKET – \$100

You'll fund JA Programming for 2 students

### DIAMOND SPONSOR

## \$10,000

You'll fund JA Programming for 200 students

8 tickets (1 table)

Full page ad in event program

MC Mention

Representative on stage for award presentation and photos

Logo on event signage

Logo on event marketing materials

Recognition on JA website

### PLATINUM SPONSOR

## \$5,000

You'll fund JA Programming for 100 students

8 tickets (1 table)

½ page ad in event program

MC Mention

Logo on event signage

Logo on event marketing materials

Recognition on JA website

### GOLD SPONSOR

## \$1,500

You'll fund JA Programming for 30 students

8 tickets (1 table)

¼ page ad in event program

Logo on event signage

Logo on event marketing materials



**Looking for more ways to make an impact?**

We are happy to discuss investment options with you.

**ANNA LIESE CALL**

*Vice President of Philanthropy*

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