

Finance Park 2019

Sponsorship Opportunities



January 28, 2019 - April 26, 2019





**Junior Achievement of Southern Nevada, Inc.
Capital One®/Junior Achievement Finance Park®**

Teaching Children the Financial Lessons of Life

**Location - Las Vegas Library 833
Las Vegas Blvd N. Las Vegas, NV
89101**

A very special park—where we will have 5,000 students in eighth through twelfth grade learn about the financial realities of life—re-opens in Las Vegas on January 28, 2019. We invite you to be a part in this exciting educational opportunity!

Finance Park Background

Based on a shared conviction that strong financial skills are a crucial building block for future success, Capital One/Junior Achievement Finance Park was developed by JA Worldwide®, Capital One Financial Corporation, the Office of Juvenile Justice and Delinquency Prevention, Office of Justice Programs and the U.S. Department of Justice. According to a recent Jump\$tart Coalition for Personal Financial Literacy survey of 5,775 high school seniors polled on their knowledge of financial basics, the average score was 52.4 percent. While up marginally from the previous year, the findings demonstrate that there is much work to be done to ensure that young people can manage their finances competently.

The Capital One/Junior Achievement Finance Park provides essential financial education skills to students via a small-scale mock city. Through interactive simulations, the Clark County School District students, assisted by their teachers and more than 400 trained volunteers, will experience the challenges of making financial decisions while staying within a specified budget. The mobile version of the park is made possible through a multi-million dollar commitment from Capital One. Thousands of Capital One volunteers serve in the park each year, teaching students important financial literacy skills.

In Southern Nevada, this will be our 6th year opening the doors to Capital One/JA Finance Park.

The Finance Park Experience

Finance Park offers students personal financial management and career exploration through classroom instruction and active participation in a simulated community. A reality-based, hands-on simulation, Finance Park enables middle grades and high school students to build the foundation to make intelligent, lifelong, personal financial decisions. It also assists students in developing a practical understanding of the economic issues they must deal with upon graduation from high school.

The curriculum is designed as an integrated 13 lesson program that prepares students for an all-day visit to Finance Park. Their goal while at the Park is to apply the lessons they've learned in the classroom to build a personal balanced budget for a month in the life of an adult. Upon arrival at the Park, each student is assigned a "life situation," including a job, a monthly income, family size and payable taxes! Students then begin to work on their budget, making decisions about housing, furnishings, investments, food, entertainment, phone, cable, charitable contributions—all the decisions they will make when

entering the workforce. At the end of the day, students must have “money left at the end of the month,” and their checkbook must balance.

The on-site activities allow students to put into action what they have learned in the classroom. They understand the necessity of a budget and learn the basic steps in developing one. The Finance Park experience helps prepare students for their future and creates lifelong learners. In addition to teachers, parent or adult volunteers assist students with their roles and responsibilities, acting as experienced coaches.

Concepts and Skills Learned

There is no more thorough way to educate young people than by using a practical application of knowledge gained from the academic curriculum. The best intellectual learning occurs in a context that illustrates its practical value. Capital One/Junior Achievement Finance Park gives students the opportunity to combine hands-on applications with the general principles they have learned in the classroom.

CONCEPTS		SKILLS	
	Budgets		Applying Information
Banking	Careers	Analysis	Cause and Effect
Buying	Credit	Budgeting	Computation
Choices	Exchange	Critical Thinking	Decision-Making
Debt	Income	Data Collection	Graphing
Expenses	Investments	Filling Out Forms	Interpreting Data
Interest Rates	Opportunity Costs	Interpersonal Communication	Negotiation
Money	Scarcity	Listening	Problem Solving
Saving	Social Security	Planning	Research
Spending	Taxes	Reading	Taking Responsibility
Standards of Living		Role Playing	

Sponsorship Opportunities:

The following community members are invited to the interactive, personal financial literacy experience at the Park:

- ◆ Participants include 5,000, 8th- 12th grade students from Clark County School District Schools. At least 65% of all the students participating will come from low-income schools.
- ◆ More than 800 volunteers (business people and parent volunteers) will assist the students during their experience.
- ◆ More than 75 teachers will bring their students to the Park.
- ◆ Over 300 business leaders and politicians will attend the Park's various functions.

We invite you to become involved in Capital One/Junior Achievement Finance Park by becoming a sponsor or by being listed on its "Stock Exchange." Businesses also have an opportunity to sponsor Park shops where students make purchasing decisions based on their "life situation."

Title Sponsor (1 available)

Your company will be the presenting sponsor of Finance Park during the 57 days of Finance Park 2019. Your sponsorship includes the following:

- Wall wrapping in main entrance with your logo and presenting sponsor recognition
- Logo throughout the Power Point Presentation presented to students
- Premier mention in all press releases for Finance Park + 1 press release announcing the title sponsorship
- Top Listing on banner placed in the central park where receptions take place
- Title Sponsor recognition in the student take-home letter
- Title Sponsor recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & top recognition on social media
- Logo predominantly displayed on the goodie bag given to each student
- Invitations to sponsor open house date & premier placement on invitation & other marketing materials
- Stock listing in the Finance Park Stock Exchange
- Optional take away gift for students (provide by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$50,000

Bus Sponsor (3 available)

Your company will be the focal sponsor for transportation of our students during select days of Finance Park 2019, where our FRL (free & reduced lunch) schools are not able to provide their own transportation. Dates will be provided as the schools confirm this Fall. Your sponsorship includes the following:

- Thank you banner for photo ops with all busses sponsored. There will be two (2) busses per day that do both pick up and drop off for the students. (\$600/day value)
- Granola bar or other snack for every student on the bus with branded sponsor note attached
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Optional take away gift for students (provided by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$10,000

Goodie Bag Sponsor (1 available) - **Due by January 7th Print Deadline**

Your company will be the focal sponsor on all 5,000 student goodie bags that will be handed out to participants during the 57 days of Finance Park 2019. Your sponsorship includes the following:

- Each student receives a goodie bag with your logo predominantly displayed on the front of the bag
- Listing on banner placed in the central park where receptions take place
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Optional take away gift for students (provided by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$7,500

Student Training Room Sponsor (2 available)

Your company will be the focal sponsor in the Student training room/area during the 57 days of Finance Park 2019. Your sponsorship includes the following:

- Wall wrapping in training room with your logo
- Logo throughout the Power Point Presentation presented to students
- Table tents on training room tables
- Inclusion in press releases for Finance Park
- Listing on banner placed in the central park where receptions take place
- Recognition in the student take-home letter
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Stock listing in the Finance Park Stock Exchange
- Optional take away gift for students (provide by sponsor/5,000 needed to reach all students)



Sponsorship Fee/Donation \$4,000

Volunteer Lounge & Training Room (1 available)

Your company will be the focal sponsor in the Volunteer training room/area during the 57 days of Finance Park 2019. Your sponsorship includes the following:

- Wall wrapping in training room with your logo
- Table tents on training room tables
- Inclusion in press releases for Finance Park
- Listing on banner placed in the central park where receptions take place
- Recognition in the student take-home letter
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Stock listing in the Finance Park Stock Exchange
- Optional take away gift for students (provide by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$4,000

Savvy Shopper Sponsor (1 available) - **Due by January 7th Print Deadline******

Your company will be the focal sponsor on all goodie bags handed out during the 57 days of Finance Park 2019.

Your sponsorship includes the following:

- Each student receives a current publication on arrival to Finance Park with a note attached that says, "Knowledge is power. Use your paper/magazine to find the best deals on purchases, investment options and help you be in the know."
- Listing on banner placed in the central park where receptions take place
- Logo placement on the student opinion cards filled out by each student at Finance Park at the end of their day
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Optional take away gift for students (provided by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$2,500

Volunteer Lunch Sponsor (3 available)

Your company will be the focal sponsor of 1 month of volunteer lunches and the lunchroom set up during January, February or March of Finance Park 2019. Your sponsorship includes the following:

- Each volunteer receives lunch during their time with us w/a card saying sponsored by (your company)
- Listing on banner placed in the central park where receptions take place
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Optional take away gift for students (provided by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$2,500

Stock Exchange Sponsor (5 available)

Your company will be one of the focal sponsors on our Finance Park Stock Exchange during the 57 days of Finance Park 2019. Your sponsorship includes the following:

- Recognition on the Stock Exchange inside Finance Park
- Listing on banner placed in the central park where receptions take place (for non-banking sponsors)
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org & recognition on social media
- Invitations to sponsor open house date
- Optional take away gift for students (provided by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$1,000

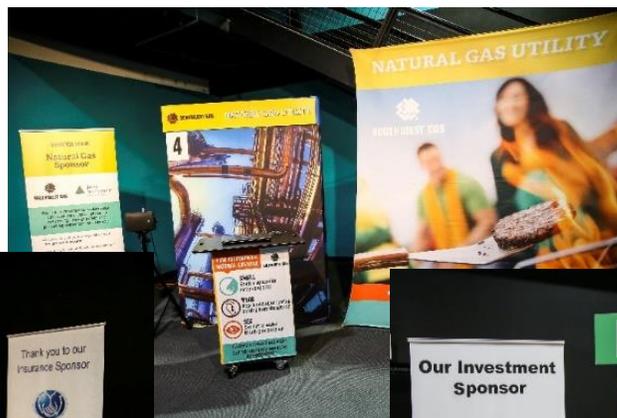
Industry Kiosks Sponsors (1 available per industry)

Industry Kiosks Sponsors are available for 20 different industries. Please see following list for all options. Only 1 sponsorship for each industry will be sold. Sponsors will have the option to enhance their station within the parameters of the parks' design requirements. Example; furniture store sets up a living room set as part of their kiosk or transportation sponsor a vehicle.

Your sponsorship includes the following:

- Customized kiosk sign identifying your company as the industry sponsor with your logo
- Listing on banner placed in the central park where receptions take place
- Ability to customize your industry space
- Recognition on the Stock Exchange inside Finance Park
- Recognition on the Finance Park Sponsorship Page on www.jalasvegas.org
- Optional take away gift for students (provide by sponsor/5,000 needed to reach all students)

Sponsorship Fee/Donation \$3,000



Shops/Kiosks (only 1 available per industry)

SOLD to Capital One Bank/Savings: The students will utilize the Capital One Bank to apply for a transportation loan and a housing loan. They will also make their house and car payments at the bank along with making savings deposits.

Housing: One of life's necessities! The question asked of students—what kind of home do I and/or my family need?

Water, Trash, Sewer: Students learn that utility bills differ for everyone because of residence size and the number of people living at the residence.

Electric: Students learn that their electric bill will differ for everyone because of residence size and the number of people living at the residence.

Gas: Students learn that their gas bill will differ for everyone because of residence size and the number of people living at the residence.

Cable: What package will they buy? Basic? How many movie channels?

Phone: How many phone lines are there? Will they have a cell phone and a home phone? Can they afford both?

Transportation: Everyone must own a car for this simulation. Students can choose to buy a new or used car financed through the Capital One Banking Center.

Groceries: Students determine how much they will spend on groceries and other personal hygiene items. This amount will be directly affected by the size of their family and life situation.

Health Insurance: Medical emergencies happen. Students quickly understand why insurance is a necessary expense to help manage unexpected illness.

Insurance: An auto accident? A burglary? Students quickly understand why insurance is a necessary expense to help manage unexpected events.

Clothing: It is time to update the family wardrobe!

Home Improvement: Students use credit for home improvements and must decide on an affordable monthly payment.

Furniture: Students use credit for furniture and must decide on an affordable monthly payment.

Entertainment: Students typically want entertainment funds in their budget. The simulation requires that money be set aside for entertainment and recreation.

Dining Out: Students must budget for some meals to be eaten at drive-through or dine-in restaurants.

Education: Students will make budget for education related expenses.

Shops/Kiosks Continued (only 1 available per industry)

Childcare: Students with one or more children will need to budget for either part or full-time childcare.

Philanthropy: All students are encouraged to donate time, talent and treasures.

Investments: Students learn the value of investments and build an investment portfolio.

Get Involved in Helping Students Prepare for Their Future!

Contact: Caitlin Shea, Director of Development- 702-888-0518 caitlin.shea@ja.org