



City of Las Vegas
BizTown Storefront



JA Inspiration Center Southern Nevada

PARTNER ACTIVATION



Developed to educate. Designed to inspire.

OVERVIEW

JA Inspiration Center

An experiential learning facility that gives students a hands-on look at what their futures can hold. The JA Inspiration Center provides an immersive environment for the delivery of JA BizTown and JA Finance Park simulations — both bringing relevance, authenticity and application into the traditional learning model in order to energize students around academics and their future possibilities. In addition to these school-based programs, the general public will have access to the Career Center and Student Entrepreneurship Hub.



JA BizTown®

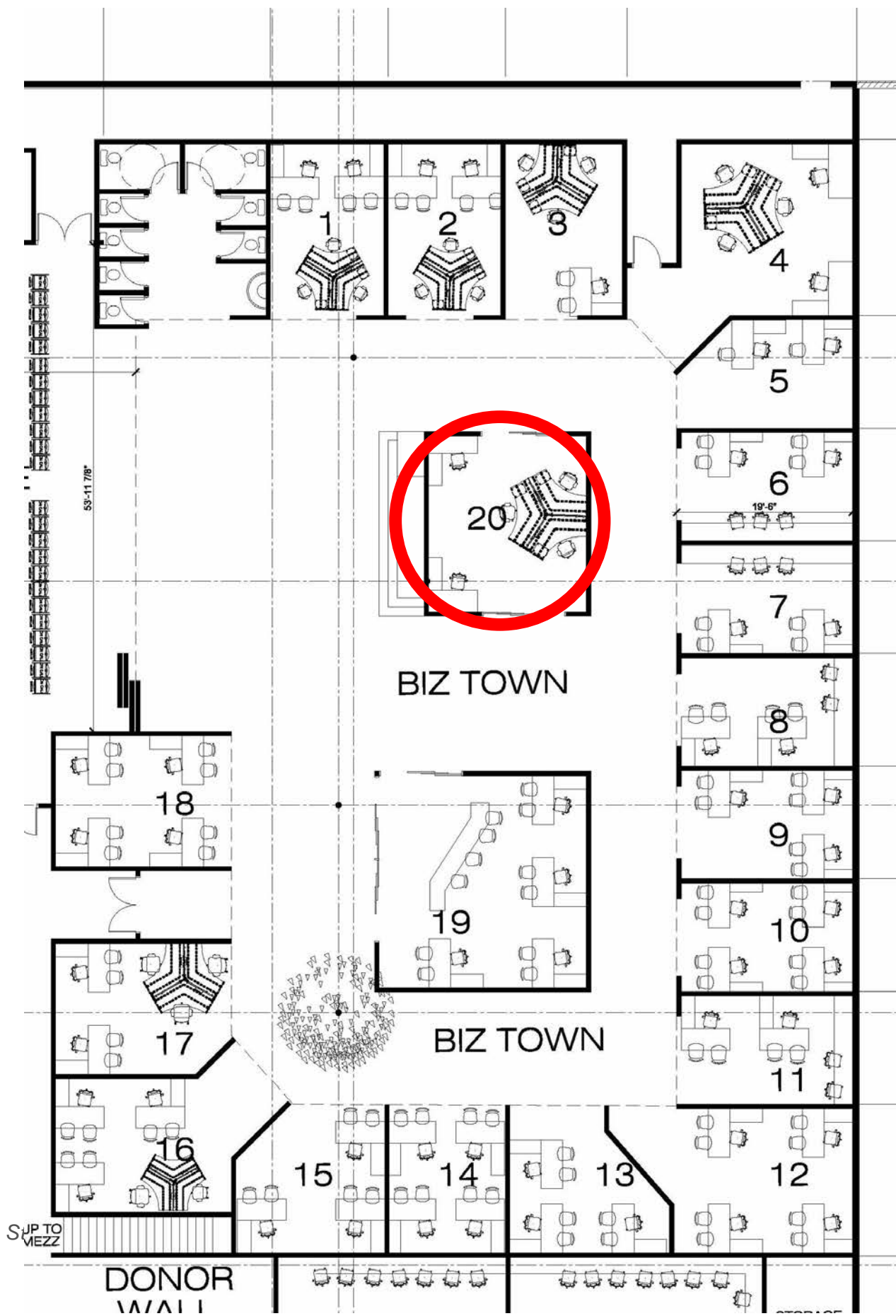
An unforgettable experience where students interact within a simulated economy and take on the challenge of running a business. Here, students discover the intricacies of being an employee and citizen, while exploring a myriad of career opportunities awaiting their futures. The industries of today and the future are presented to upper elementary students while they take on the adult roles in the businesses featured in JA BizTown. See an example of [JA BizTown here](#).

JA Finance Park®

An authentic simulation where students experience their financial futures. Guided by their assigned a life situation, students apply knowledge gained in the classroom to make routine budget decisions; ultimately, building skills to confidently navigate today's economic environment. See an example of [JA Finance Park here](#).



MAP & ELEVATIONS



MAP & ELEVATIONS

Inspiration Images to create your store front in JA BizTown at the JA Inspiration Center of Southern Nevada



SPONSORSHIP SNAPSHOT

SPONSORSHIP DETAILS

- Program Area: JA BizTown
- Space Build out Option: JA Contractor \$50,000 one time fee to build your JA BizTown storefront to represent the YOUR Brand (Build out/JA Contractor Fee includes \$10,000 for basic maintenance for up to 3 years of your storefront sponsorship)
- Sponsorship Level: Standard Storefront
- Sponsorship Commitment: \$25,000 year
- Sponsorship Duration: 3 years

Fee Schedule:

- Year 1: \$50,000 Build out/JA Contractor/basic maintenance package on storefront
- Year 2: \$25,000 Sponsorship of STANDARD Storefront
- Year 3: \$25,000 Sponsorship of STANDARD Storefront
- Year 4: \$25,000 Sponsorship of STANDARD Storefront

The City of Las Vegas will have the City Hall/Government storefront in JA BizTown. Students will forever remember their JA BizTown experience and the lessons learned while working and doing business with the City of Las Vegas.

As a partner you assist in providing all students, no matter their background, the opportunity to develop the skills and motivation to thrive. JA is grateful for all of its partners and works with each to ensure superior integration of their brand to meet the needs of our supporters and create a truly authentic experience for our students.

ANNUAL IMPACT

- Elementary School Students: 15,000+
- University Student Internships:20 +
- Teachers: 600+
- Corporate and Community Partners: 30 +
- Community Adult Volunteers Partners: 6,000+
- Special Events/Meeting Guests: 5,000+

Looking ahead, our students will lead businesses, advance communities and discover breakthroughs. Today, we provide them with opportunities to experience these possibilities & discover the power of education.

SUMMARY OF BENEFITS

- The City of Las Vegas as the City Hall/Government business in JA BizTown of Southern Nevada
- Standard square footage storefront in all of JA BizTown approximately 350 square feet (based on the current suggested/preferred location on included design plan)
- Recognition on our Founder's Wall via logo for JA BizTown storefront sponsors
- Your brand Integrated within daily simulation that students participate in JA BizTown. Students will work in your business, others will shop with your business and conduct B2B transactions. The City of Las Vegas is an integral part of the JA BizTown simulation that all students engage with in some capacity.
- Your brand Included JA BizTown in-class curriculum- see pages 11 & 12
- Your brand Included in student take home publication - see pages 11 & 12
- Your brand included on the JA BizTown Jobs/Career website page listed by students prior to field trip experience to select their top 3 jobs they want to interview for in JA BizTown in development)
- Logo recognition on digital screens minimum of 4 (JA BizTown Television Network) in JA BizTown when students running the City of Las Vegas place their advertising spots with the television station. Spots provided by The City of Las Vegas up to 30 seconds in length.
- Radio spots aired in JA BizTown when students running the City of Las Vegas place their advertising spots with the radio station. Spots provided by the City of Las Vegas up to 30 seconds in length.
- Opportunity to utilize meeting and event spaces for City of Las Vegas meetings and functions annually for each sponsored year (exclusions blackout` dates apply)
- Opportunity to engage employees through volunteerism in your storefront throughout the school year as often as you'd like
- Logo placement on the JASN website on the homepage partnering organizations rotation banner and under the JA BizTown page
- Invitation(s) to exclusive storefront partner events with a minimum of 4 tickets that are hosted at the JA Inspiration Center a minimum of 2 events annually
- Once the JA Inspiration Center is announced publicly the City of Las Vegas will be included in all press releases
- Inclusion in all announcements, awareness event(s), grand opening celebration(s) by way of representation in the communication vehicle of name or logo. Invitations/tickets to all events leading up to and including the grand opening for up to 10 members

STOREFRONT DESIGN & BUILD

STOREFRONT FUNCTIONAL REQUIREMENTS

Beginning with the storefront space selection, this phase involves the design and build out of your storefront to bring the simulation to life by creating an authentic space that represents your organization’s unique brand and values. Your storefront design should provide a functional space that supports all phases of the simulation. This includes:

- 1. Adequate work surfaces for group learning and JA provided computers/printer
- 2. Adequate seating for 2-4 students depending on job type
- 3. Graphics/digital content that educates the students about your company and ... the budget category you represent during the simulation – The City of Las Vegas

STOREFRONT BUILD-OUT

Sponsors will be provided with a “warm white shell” and have the option of choosing one of JA’s pre-developed storefront design packages **OR** may use a design plan, of their own, that supports the requirements listed above.

The “warm white shell” provided by JA includes:

- Painted white walls
- Concrete floor
- 3 duplex data and 4 duplex electrical outlets (*1 of each centered on each wall at standard height*)
- 2 linear, wall mounted light fixtures (Junction boxes – 277V)
- 4” rubber base
- 2 simulation computers and 1 printer

The model storefront design package options include:

- Flooring options
- Furniture options
- Interior wall graphic options
- Façade signage, pre-defined, non-lit
- 1 TV with mount, pre-defined

Model Storefront Vendors	
• Interior Design -	TBD
• General Contractor -	TBD
• Graphics -	TBD
• Furniture -	TBD

Note – Partners may choose additional items to enhance the model storefront package as an add cost to their sponsorship commitment.

MODEL STOREFRONT - PARTNER DESIGN DECISIONS/DELIVERABLES

- Flooring Choice
- Furniture Choices
- Provide Hi-Res Artwork for Graphics and Signage
- Approval for add cost items

SPONSORSHIP BUDGET CONSIDERATIONS (in addition to annual sponsorship fees) –

- 1. Additional design/build items/elements (one time expense)
- 2. Annual JA BizTown B2C items - items for sale in BizTown example; pens, candy, notepads, water bottles, or other branded items
- 3. Major maintenance or re-branding (as needed)

STOREFRONT DESIGN - GRAPHICS

The model package includes graphics materials/products that will optimize the use of your storefront wall “real estate”. Below is an outline of content suggestions to enhance the experience for students. **Consider using the JA provided TV for content that you may want to update on a regular basis.**

GRAPHICS

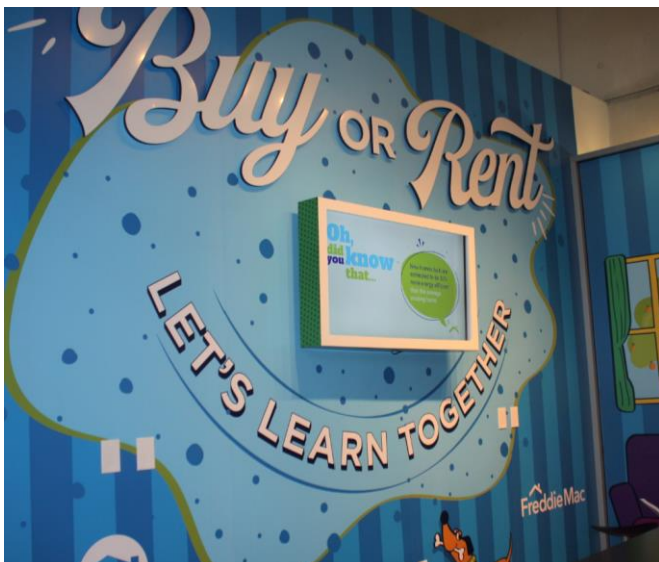
- Create “Learning Walls”: Bring the walls to life with wall graphics and digital content
 - Outline what your core business is in terms that an elementary school student would understand for JA BizTown and for a middle/high school student in JA Finance Park
 - Showcase high-demand jobs at your company
 - Outline considerations for your business or budget category
 - Outline your company’s community outreach, vision, and or mission



Health Care - Careers



Electricity

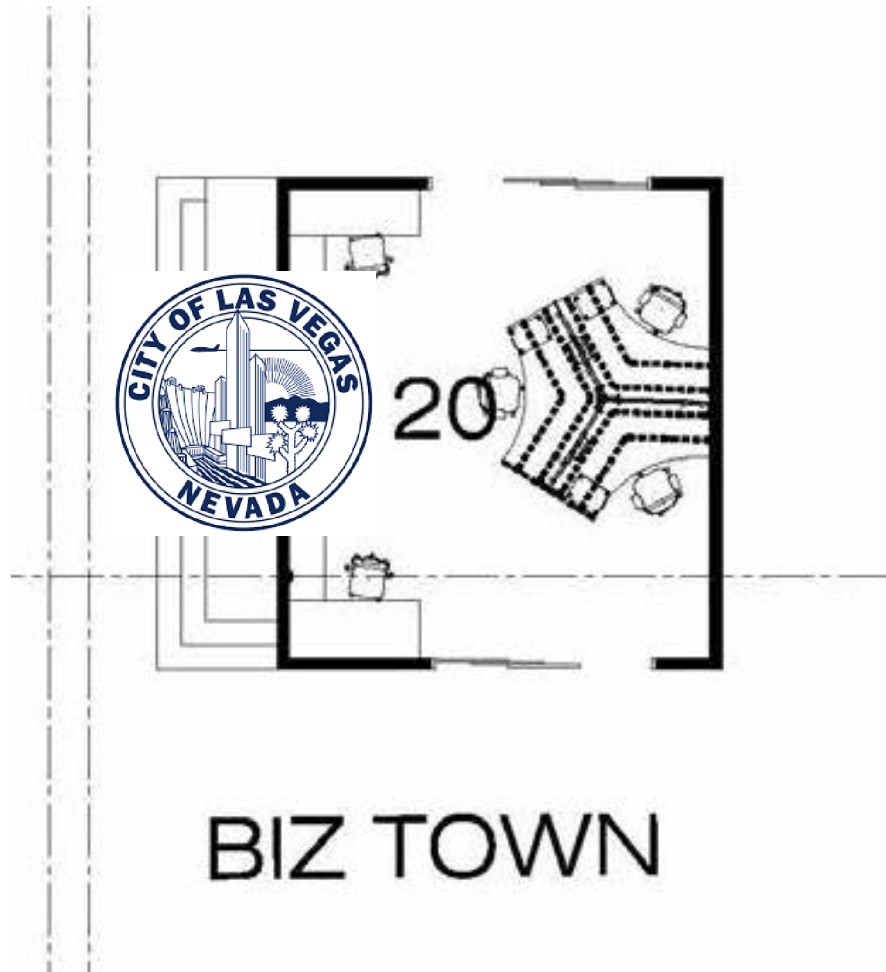


Housing Decision



Pharmacy

MODEL STORE - City Hall for JA BizTown



BIZ TOWN

FEATURES:

- Outside Branded Signage
- TV Centered on back wall
- Counter
- CEO/CFO Stations table for computer/printer
- CEO & CFO computers to be provided by JA
- Optional furnishing arrangements possible within scope of design

OWNER SELECTIONS:

- Flooring
- Furniture
- Graphics
- Total Estimated Shop Footprint 350 square feet interior

PROGRAM(S) INTEGRATION – JA BIZTOWN

1. Workforce

Every business will have up to 8 unique student jobs. **Three positions in the software (CEO, CFO, Marketing Manager) are essential to the simulation and are required.** However, five positions are customizable; 4 B2C and 1 B2B. These five job titles can be customized within the parameters of the simulation, aligning with your company's B2C and B2B products and services.

2. Business-to-Consumer (B2C) Product/Service

Each business will offer a B2C product or service that students can purchase. These products should be in line with your core business, easy to understand, and attractive to a fifth grade students.

Workforce

REQUIRED: These positions are required by the simulation and all tasks are pre-defined by the simulation.

TITLE	RESPONSIBILITIES
CEO	Overall leadership and management of team
CFO	Manages financial transactions and records for business
CMO	Manages B2C operations (<i>i.e. product, price, promotion</i>)

BUSINESS-TO-BUSINESS: Each business will have a B2B service that they provide to the other JA BizTown businesses to allow students to learn about this dimension of the economy.

This service should align with your core business and be easy for fifth grader to understand.

Recommended B2B Service - Provide business loans for business growth

The majority of tasks completed by this role are pre-defined by the simulation.

B2B	CUSTOM TITLE
B2B #1	Business Development Director

PROGRAM INTEGRATION – JA BIZTOWN

Workforce – Cont'd

BUSINESS-TO-CONSUMER: The majority of tasks completed by these roles are pre-defined by the simulation.

B2C	CUSTOM TITLE
B2C #1	Mayor
B2C # 2	Judge
B2C # 3	Police Officer
B2C # 4	

Business-to-Consumer (B2C) Product/Service

These products are “purchased” and taken home by students during the shopping phase of the simulation. **An annual total of 2,500 product(s) are required** (approx. 30 per simulation). You have the option to choose multiple products, totaling 2,500 items together or supply JA with 2,500 units of a single product. *Surplus promotional products left over from trade-shows or other events are a great place to start.*

Below are a few suggestions for products. ***Vendor selection is up to the sponsor.***



Branded Sports-themed Bank



Branded Zing Ring Flyer



Branded Sport Water Bottle

INTRODUCING STUDENTS TO YOUR BRAND

Students are introduced to your company via our *JA BizBriefs* magazines. These publications are a compilation of one-page company overviews developed by every JA partner. The one-page overviews provide students and their parents with a general introduction to the businesses that they will interact with during the simulation.

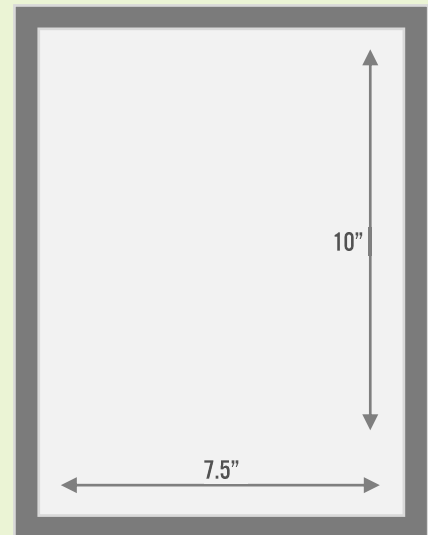
JA BizBriefs & JA Finance Times Guidelines

Content Guidelines

1. Provide a brief history of your organization including the mission/vision.
2. Describe your company's values/code of ethics as it relates to being a quality business:
 - Community Involvement
 - Customer Service
 - Employee Engagement
 - Innovation
 - Sales, Profit or Shareholder Value
3. Explain (in "kid terms") what products and services your organization provides.
4. Include consumer-education facts or tips.
5. List 3 - 4 examples of high-demand jobs (i.e. STEM, Green, etc.) within your organization, including:
 - Title
 - Job Description
 - Required Education/Training
 - Salary Range
6. Add your company's website and national headquarters.
7. Include your company's social handles.
8. Include community outreach and/or careers page URL.

Layout Specs

- 8.5" x 11" with live area of 7.5" x 10"
- 4-color
- PDF



Best Practices

- Infographics
- Timeless information
- Recognizable slogans
- Black text (min 12pt font)

SAMPLES



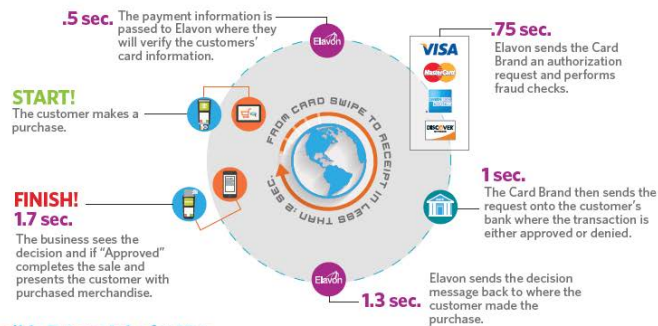
What is a payment processor?

A payment processor is a service that processes credit and debit payments. Processing includes making sure the customer has enough money to pay for what they bought and they are not pretending to be someone else.



Elavon processes 10 - 16 million transactions per day

Each one takes less than two seconds.



Possible Future Jobs for You

- Sales Representative -** Visit small, locally owned businesses to see if Elavon can provide better payment solutions for their business (e.g. tablet, mobile, terminal, etc.)
- Customer Account Manager -** Contact existing customers on a proactive basis to see how Elavon can help their businesses grow by accepting different types of payments.
- Accounting Manager -** Manage the accounting process so that Elavon's customers get their money quickly so they can run their business.
- Software Developer -** Using technology, develop leading payment solutions to serve businesses of all sizes keeping their companies safe and sound.

more than 300 destinations in 59 countries on six continents. Travelers take flight with us to destinations near and far. Helping is a team of 80,000 employees, which includes pilots, flight agents, engineers, web developers, financial analysts and a Fortune 500 company (NYSE: DAL).

DELTA

700+
MAINLINE AIRCRAFT



MORE THAN
15,000 DAILY FLIGHTS

is the belief in facing the challenges of the airline industry for all travelers. It's something we call, "Keep Climbing." From airplane upgrades to a simple smile, we're working to improve — regardless of where they might be headed. We measure better to our customers, employees, shareholders and safety, operational performance, customer service, profitability, corporate responsibility.

OUR DIVISIONS



MORE THAN **300 DESTINATIONS** WORLDWIDE

CAREER SNAPSOTS

- AIRCRAFT ENGINEER**
Uses knowledge of aerospace or mechanical engineering to ensure the safety, compliance, reliability and efficiency of Delta's fleet of airplanes.
Education required: Bachelor's degree in Aerospace or Mechanical Engineering
Pay range: \$50,000-\$85,000
- PILOT**
Operates Delta aircraft and safely transports passengers and cargo to their destinations. Meets all Federal Aviation Administration and flight time training requirements and participates in ongoing training.
Education required: Graduate of an accredited four-year degree program
Pay range: \$120,000-\$140,000
- CARGO SALES, ACCOUNT MANAGER**
Generates new and manages existing sales programs in their assigned territory through in-person sales meetings and phone calls.
Education required: Bachelor's degree
Pay range: \$45,000-\$85,000 (plus a sales bonus)

NEARLY **165 MILLION** CUSTOMERS ANNUALLY



ATLANTA GENERAL OFFICES

DELTA.COM

DELIVERABLES TIMELINE

ACTION ITEM	DUE DATE
Branding guidelines and hi-res logo LOGO: <ul style="list-style-type: none"> • Format: EPS and either JPG or PNG • Background Color: Provide both White and Transparent 	As soon as possible
Model storefront layout, flooring & furniture choices complete	July 10, 2023
Contractor and furniture add cost items approved	July 28, 2023
Hi-res artwork for graphics provided to JA	September 1, 2023
Signage and Graphics add cost items approved	October 2, 2023
JAFP Simulation Customization	
<i>Careers</i>	October 2, 2023
<i>Research Phase</i>	October 2, 2023
JABT Simulation Customization	
<i>Workforce</i>	October 2, 2023
<i>B2C Product</i>	December 11, 2023
BizBriefs & Finance Times Page	October 2, 2023
Digital Content for TV	December 11, 2023

CONSIDERATIONS

1. Storefront partnerships are structured as an initial 3-year term, which can be renewed for multiple years past that point. All original partners are provided first right of refusal to renew in the space.
2. JA will provide the City of Las Vegas a broad menu of volunteer opportunities for employee engagement around this initiative.
3. Annual investments do not include “build-out costs” for those businesses within JA BizTown and JA Finance Park, which would be above and beyond these investment levels, unless otherwise listed below under “partnership investment.”
4. Storefront refresh or logo changes by storefront sponsor are not covered in the annual sponsorship fees. If sponsor determines that a refresh or otherwise any major changes are to be made to their space, it will require prior approval by Junior Achievement of Southern Nevada and further investment by sponsor.

Partnership Investment – Total Commitment of \$125,000

Breakdown \$40,000 construction costs, \$10,000 space maintenance for up to 3 years, and 3 years of sponsoring the storefront in JA BizTown

- 2023-\$50,000 Storefront Build Out payable by April 2023
- 2024-\$25,000 Year 1 of Storefront Sponsorship payable by April 2024
- 2025-\$25,000 Year 2 of Storefront Sponsorship payable by April 2025
- 2026-\$25,000 Year 3 of Storefront Sponsorship payable by April 2026

Additional Terms of Storefront Sponsorship in the JA Inspiration Center of Southern Nevada

Termination of Naming. In addition to any rights and remedies available at law, Junior Achievement of Southern Nevada (Donee) may terminate this Agreement and all rights and benefits of the City of Las Vegas (Donor) hereunder, including terminating the Naming:

a. In the event of any default in payment of the Gift as provided in this Agreement, or b. In the unlikely event that Donee determines in its reasonable and good faith opinion that circumstances have changed such that the Naming chosen by the Donor would adversely impact the reputation, image, mission or integrity of Donee in the event of a continued association with Donor and the continuation of the Naming provided for herein.

Upon any such termination of this Agreement and/or the Naming hereunder, Donee shall have no further obligation or liability to Donor and shall not be required to return any portion of the Gift already paid. Donee, however, may in its sole and absolute discretion determine an alternative recognition for the portion of the Gift already received.

Modification of Naming. If during the useful life of the Facility, the Facility is transferred or conveyed from Donee, closed, deconstructed, destroyed or severely damaged; or if the area of the Naming is significantly renovated, upgraded, modified, relocated or replaced, the Naming may cease as a result. In such event, the Donor, if available, and in consultation with and as mutually agreed by the Donee, will have the right to have another equivalent naming opportunity, if one is available.

Publicity. For purposes of publicizing the Gift and the Naming, Donee will have the right to photograph the Donor and Naming and use the names, likenesses and images of the Donor and Naming in photographic, audiovisual, digital or any other form of medium ("Media Materials") and to use, reproduce, distribute, exhibit, and publish the Media Materials in any manner, in whole or in part, in brochures, website postings, informational and marketing materials, and reports and publications describing Donee's mission and activities.

Assignment. This Agreement and the rights and benefits hereunder may not be assigned by either party without the prior written consent of the other party, which consent shall be in the sole and absolute discretion of the non-assigning party.

Entire Agreement. This Agreement constitutes the entire agreement of the parties with regard to the matters referred to herein and supersedes all prior oral and written agreements, if any, of the parties in respect hereto. This Agreement may not be modified or amended except by written agreement executed by both parties hereto. The captions inserted in this Agreement are for convenience only and in no way define, limit, or otherwise describe the scope or intent of this Agreement, or any provision hereof, or in any way affect the interpretation of this Agreement.

Governing Law and Venue. This Agreement will be governed by and construed in accordance with the laws of the State of Nevada without regard to any conflict of laws rule or principle that might refer the governance or construction of this Agreement to the laws of another jurisdiction.

ACCEPTED AND AGREED TO:

Donor/Corporation/Business Entity: _____

Signer Name & Title: _____

Signature: _____ **Date:** _____

Address: _____

City: _____ **State:** _____ **Postal Code:** _____

Phone #: _____

Email: _____

Junior Achievement of Southern Nevada, Inc.

Michelle Jackson, President & CEO

Signature: _____ **Date:** _____

Address: 1921 N. Rainbow Blvd., Floor 2, Las Vegas, NV 89108

702-214-0503 michelle.jackson@ja.org