



**Junior  
Achievement™**  
of Greater St. Louis

## Naming Opportunities



Junior Achievement of Greater St. Louis  
JA Dennis and Judy Jones Free Enterprise Center 17339 North  
Outer 40 Road  
Chesterfield, MO 63005  
636-727-0707

## JA's Impact

**A WORLD IN WHICH  
YOUNG PEOPLE HAVE  
THE SKILLSET AND  
MINDSET TO BUILD  
THRIVING  
COMMUNITIES.**

- **Work Readiness**
- **Entrepreneurship**
- **Financial Literacy**



# Naming Opportunities

- **JA Trades**
- **JA BizTown**
- **JA Finance Park**
- **JA Business Hall of Fame at JA**
- **JA Welcome Center**





Junior  
Achievement

# JA TRADES

*Presented by (YOUR NAME/LOGO HERE)*

# JA TRADES

JA Trades is a one-of-a-kind experience designed for 13 – 25 year old participants to see the value of jobs in trades. JA Trades will reach students in urban, suburban, and rural communities, in over 140 counties in Missouri and Illinois.

**10,000  
Students  
Annually!**



Junior Achievement  
**JA TRADES**





*Presented by (YOUR NAME/LOGO HERE)*



A mini municipality with 17 public and private enterprises includes retail shops, a bank, wellness center, TV and radio, and professional offices. This Town is a working free-enterprise community for up to 125 students daily. The program begins with a comprehensive classroom economics course for 4th through 6th grade students. After twelve lessons of preparation, the entire class travels to Junior Achievement's Dennis and Judy Jones Free Enterprise Center to operate the JA BizTown businesses.



### **Day at JA BizTown:**

Students spend one entire day at the town applying lessons learned in the classroom to their jobs within JA BizTown. Volunteers and teachers, trained by JA prior to the visit, serve as consultants for the students. Students, assuming the roles of producer and consumer, manage their personal and business affairs to create a successful community. Two payroll cycles take place during the day's activities. Students can choose how to spend their income at retail businesses where they can purchase real products and services.

When filled with up to 125 students, JA BizTown takes on the feel of a small town. The experience empowers children to own personal responsibility and to work as a team to achieve common goals. JA BizTown also helps teachers by creating an exciting learning environment in which students are given opportunities to have tangible rather than imagined experiences, active rather than passive learning, and actual decision-making with consequences.

# JA Junior Achievement™ BizTown®





# **Finance Park<sup>®</sup>** **& Career Center**

*Presented by (YOUR NAME/LOGO HERE)*

# JA Finance Park & Career Center

## Overview:

JA Finance Park is an economic education program for 7th through 12th grade students, where they are introduced to concepts centered around career exploration, personal finance and decision making. Following four weeks of classroom preparation, the entire class travels to Junior Achievement's Dennis and Judy Jones Free Enterprise Center which houses the JA Finance Park facility.

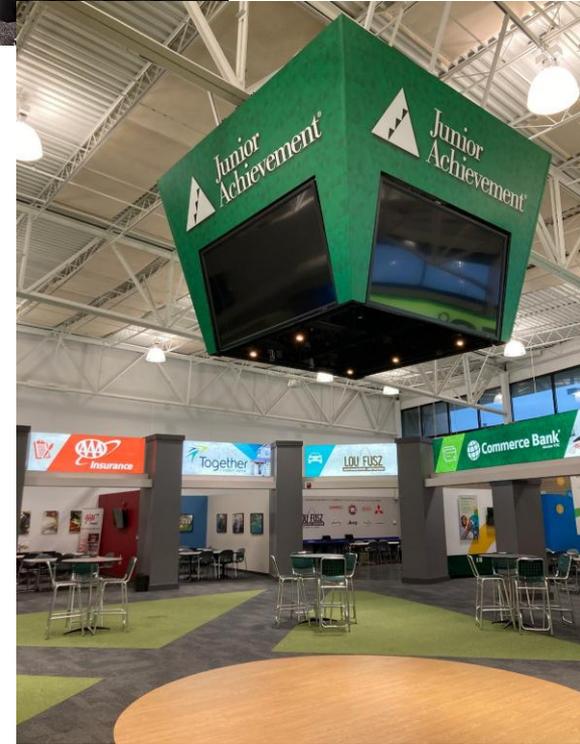
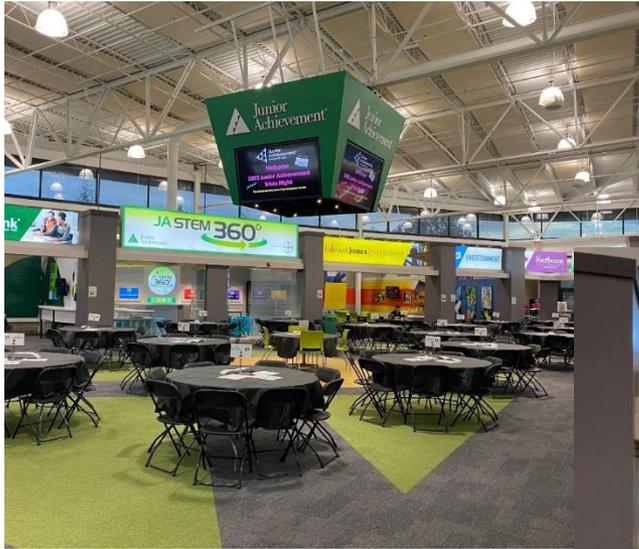
## Day at JA Finance Park:

Each student is assigned a unique personal career and economic scenario that serves as the base of reference for making individual financial decisions. Career choices are drawn from the storefront businesses. Students will create a comprehensive monthly balanced budget based upon their job, monthly net income and family situation. Students accomplish all their work using tablet-based technology.

To accommodate the simulation, the facility is divided into separate business areas. Each business area deals with a piece of the students' comprehensive personal budget; exploring different expense categories within that business. They then create a budget, make purchasing decisions, and pay for their expenses.



# Finance Park® & Career Center





**BUSINESS**  
**HALL OF**  
**FAME**

*Presented by (YOUR NAME/LOGO HERE)*

# JA Business Hall of Fame at JA

Junior Achievement honors 1-2 individuals annually through induction into JA's Business Hall of Fame. These are individuals who have had a significant positive impact in our communities.

We have outgrown our current design of the physical JA Business Hall of Fame (photo on right) and we are in need of redesign utilizing technology. Guests and students will be able to engage and learn how our JA Business Hall of Fame Laureates got to where they are today.

Being inducted into JA's Business Hall of Fame includes a legacy for the inductee. Redesigning the space and utilizing technology will engage students in learning about our positive role models who have been honored as a JA Laureate.

The Hall will keep the legacy of our Laureates alive and help youth on a positive path for their future.



# JA Business Hall of Fame

Recent JA Business Hall of Fame  
Laureates Include:



Display located in the Junior Achievement  
Dennis & Judy Jones Free Enterprise Center

- **Bob Chapman**, Barry-Wehmiller
- **David Farr**, Emerson Electric Co.
- **Jim Kavanaugh**, World Wide Technology
- **Ron Kruszewski**, Stifel Financial
- **Kathy Mazarella**, Graybar
- **Johnny Morris**, Bass Pro Shops
- **Michael Neidorff**, Centene Corporation
- **Penny Pennington**, Edward Jones
- **George Paz**, Express Scripts
- **Rodger Riney**, Scottrade Inc.
- **Diane Sullivan**, Caleres, Inc.
- **Gene Toombs**, MiTek
- **Andy Taylor**, Enterprise Holdings
- **James Weddle**, Edward Jones
- **Rob Vitale**, Post Holdings

# JA Welcome Center

## – Naming \$3M for 10 years

JA Training Room has turned into our JA Welcome Center. This room is filled daily with students, educators, parents, businesspeople, volunteers, and guests from across the nation who come to see JA's facility.

The room currently has bare walls and an outdated overhead projector. We utilize this room daily, and it needs upgrades including:

- Two large flat screen TVs to run virtual calls and for training purposes
- Updated technology to utilize screens
- A coffee bar for volunteers, teachers, and guests
- Updated tables, carpeting, and much more.
- Utilize wall space to tell JA's story with brand design for JA and the Naming Sponsor

# ***ROI Options for All Naming Opportunities***

- *Name on all documents, signage, banners, website, social media, and more*
- *Visibility – Students, Parents, Educators, Volunteers, State Representatives, Businesspeople, and more.*
- *Other – We are open to discuss other options, and share with you additional opportunities we have to highlight YOU as a Naming Sponsor!*

# Why do we have many naming sponsorships available today?

*We built and moved into JA's Dennis & Judy Jones Free Enterprise Center 20 years ago, and many naming sponsorships expire this year (2024).*

*Each naming will help improve the space, will contribute to the safety of our team and students, and will include building improvements and security.*



**Thank you for  
investing in our  
future!**

**Lori Jacob, President & CEO  
Junior Achievement of Greater St. Louis  
[ljacob@jastl.org](mailto:ljacob@jastl.org) (314)610-8440**