

JA DISCOVERY CENTER OF GREATER DALTON

ANNUAL IMPACT

13,500+

MIDDLE SCHOOL
STUDENTS

2,000+

PROFESSIONAL
& COMMUNITY
VOLUNTEERS

100+

CORPORATE &
COMMUNITY
PARTNERS

13+

SCHOOL SYSTEMS
IN NORTHWEST
GEORGIA



JA Discovery Centers

Experiential facilities that give students a hands-on look at what their futures can hold. JA Discovery Centers provide an immersive environment for the delivery of JA BizTown and JA Finance park - both bringing relevance, authenticity and application into the traditional learning model in order to energize students around academics and their future possibilities.

This 15,000 sq. ft. facility will be located on the new campus of Hammond Creek Middle School, with an anticipated opening of 2021. The JA Discovery Center of greater Dalton will expand access to our programming to an additional 13 school districts offering 13,500 middle school students in Northwest Georgia the opportunity to experience their futures. The facility will also provide a unique economics lab where high school students will have the opportunity to participate in additional JA experiences.

JA BizTown

An unforgettable experience where students interact within a simulated economy and take on the challenge of fueling a business. Here, students discover the intricacies of being a member of the community, while exploring a myriad of opportunities awaiting their futures.

JA Finance Park

An authentic simulation where students experience their financial futures. Guided by their 'life situation,' students apply knowledge gained in the classroom to make routine budget decisions; ultimately, building skills to confidently navigate today's economic environment.

discoverycenter
of Greater Dalton

 Junior Achievement

 Engineered FLOORS. Dalton Public Schools 

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INVEST IN THEIR FUTURES

BECOME PART OF THE JA DISCOVERY CENTER EXPERIENCE

As a partner you assist in providing all students, no matter their background, the opportunity to develop the skills and motivation to thrive. Junior Achievement 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.



| STOREFRONT SIMULATION BE REMEMBERED | STANDARD STOREFRONT (10) | DELUXE STOREFRONT (4) | PREMIER STOREFRONT (2) |
|---|--------------------------------|-----------------------------|------------------------------|
| | \$15K/yr. 3 yrs | \$22.5K/yr. 3 yrs | \$30K/yr. 3 yrs |
| Exposure | 40,500 STUDENTS | 6,000 VOLUNTEERS | 13 SCHOOL SYSTEMS |
| Expansive space | | | ■ |
| Select Visibility | | ■ | ■ |
| Designated student positions | ■ | ■ | ■ |
| Exclusively branded storefront | ■ | ■ | ■ |
| Integrated within daily simulation | ■ | ■ | ■ |
| Included within in-class curriculum | ■ | ■ | ■ |
| Option to provide take-home materials | ■ | ■ | ■ |
| All benefits included at the lower levels | ■ | ■ | ■ |

WHAT ELSE?

ALL PARTNERSHIPS INCLUDE:

- Opportunity to utilize event space
- Opportunity to engage employees
- Recognition on JA of Georgia's website
- Invitation(s) to exclusive partner events
- Brand recognition in designated location
- Recognition in Atlanta Business Chronicle

ADDITIONAL OPPORTUNITIES

Supplementary options to be part of the JA Discovery Center or extend your brand presence. Prices vary by visibility and exposure, ranging from \$5,000 to \$50,000.

Additional options include:

| | |
|----------------|-------------------------|
| • Tablets | • Student Orientation |
| • Parking | • Volunteer Orientation |
| • Train Tunnel | • Phase of the Day |

| PRESENTING PARTNER BE A CATALYST | CAFÉ | TRAINING ROOM | CAREER CENTER | JA BIZTOWN | JA FINANCE PARK |
|--|-----------------|-------------------|-------------------|-----------------|-----------------|
| | \$10K/yr. 5 yrs | \$15K/yr. 5 yrs | \$40K/yr. 5 yrs | \$50K/yr. 5 yrs | \$50K/yr. 5 yrs |
| Exposure | 67,500 STUDENTS | 10,000 VOLUNTEERS | 13 SCHOOL SYSTEMS | | |
| Storefront | | | | ■ | ■ |
| Premier recognition on simulation exterior | ■ | ■ | ■ | ■ | ■ |
| Premier recognition on digital signage | ■ | ■ | ■ | ■ | ■ |
| Included in designated press materials | ■ | ■ | ■ | ■ | ■ |
| All benefits included at the lower levels | ■ | ■ | ■ | ■ | ■ |

READY TO PARTNER?

Visit georgia.ja.org/jadiscoverycenters or contact Anna Adamson at aadamson@georgia.ja.org or Danielle Wilkes at dwilkes@georgia.ja.org