

## **PARTNERSHIP AGREEMENT: THE CITY OF DALTON AND JUNIOR ACHIEVEMENT OF GEORGIA**

Junior Achievement (JA) of Georgia is committed to developing an interactive simulation center to provide hands-on learning experiences and exposure to future opportunities for our youth. The JA Discovery Center of Greater Dalton (JA Discovery Center) will consist of two hallmark JA programs – *JA BizTown* and *JA Finance Park*. Through these programs, Georgia's students will interact with community volunteers, while applying concepts they've learned in the classroom covering topics from entrepreneurship to financial literacy, giving them an engaging look at what their futures could hold.

As a part of this agreement, The City of Dalton will serve as a partner of the JA Discovery Center for a period of three years beginning June, 2021 for an annual investment of \$10,000.00 per year upon the City authorizing said funding for each successive year. The agreement may be extended for additional terms upon written authorization of the City of Dalton and the JA Discovery Center

### **STOREFRONT PARTNER OF *JA BIZTOWN/JA FINANCE PARK***

This partnership entails two primary components:

- 1) The ability to brand a storefront within the JA Discovery Center, which creates an interactive marketing opportunity to showcase the products, services, careers, and core company values of the Partner.
- 2) Brand recognition tied to the overall simulations – both at JA Discovery Center and within marketing collateral, in-school curriculum, and optional take-home pieces.

### **AS A PART OF THIS PARTNERSHIP, THE FOLLOWING WOULD BE PROVIDED BY JA:**

- Rights to exclusive branding of a deluxe storefront inside the JA Discovery Center, consisting of ~200 square feet of space – built-out to the appropriate specifications to create an authentic and immersive Partner brand experience, including wall graphics and digital content.
- Ability to design a one-page print insert about the Partner that will be used within the in-school curriculum by students and teachers.
- The Partner's name to be permanently displayed and recognized on the "Founder's Wall" inside the JA Discovery Center, providing exposure to more than 25,000 visitors annually.
- Opportunity to provide a Partner-branded take-home item from the JA Discovery Center for students and parents.
- Partner Recognition in marketing collateral applicable to the JA Discovery Center.
- Opportunity for Partner to use the facility for corporate meetings, events, receptions and other functions.

**THIS PARTNERSHIP WOULD PROVIDE THE CITY OF DALTON BRAND  
RECOGNITION TO THE FOLLOWING AUDIENCES:**

- 13,500+ students annually attending the JA Discovery Center from Dalton Public Schools, Whitfield County Schools, and Calhoun City Schools, plus charter schools, private schools, and middle schools from outlying systems.
- 10,000+ parents of students who will receive take-home information and take-home pieces about the JA Discovery Center experience.
- 2,500+ volunteers attending the JA Discovery Center representing employees, parent and community groups from many of the surrounding area's top companies.
- 600+ teachers annually attending the JA Discovery Center.
- Recognition in the JA Investors Club list at appropriate levels, displayed on JA of Georgia website and in Atlanta Business Chronicle special edition.

**CONSIDERATIONS**

- JA will provide a design framework, including technology specifications, for the interior build-out of the Partner's space. The approval of all design elements will be a joint process between JA and the Partner.
- JA will provide a storefront design and build package using JA selected designer, contractor and vendors. This package will include pre-determined finishes, fixtures, furniture and graphics. The Partner has the option to create a custom design and build package using other materials and vendors at an additional cost to the Partner beyond their investment level.
- The Partner would have first right of refusal to renew its investment for the business' presence at the JA Discovery Center for years following 2023.

**STOREFRONT INVESTMENTS**

- 3-year annual operating commitment of \$10,000
  - 2021 - \$10,000 payable by June 30, 2021
  - 2022 - \$10,000 payable by June 30, 2022
  - 2023 - \$10,000 payable by June 30, 2023

**Signatures**

---

John Hancock  
President & CEO  
Junior Achievement of Georgia

---

David Pennington III  
Mayor  
The City of Dalton