

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 comprised of a three-year \$10,000/year annual investment.

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 City of Dalton.
- 2) Brand recognition tied to the JA BizTown and JA Finance Park 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 selection of a 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 City of Dalton brand experience, including exterior façade signage and interior design.
- Ability to design a branded digital one-pager that will be used within the in-school curriculum for students and teachers.
- The City of Dalton'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 take-home element from the JA Discovery Center for students and parents.
- Recognition in marketing collateral applicable to the JA Discovery Center.
- Opportunity to use the reception area and/or the board room for corporate meetings, events, and other functions.

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

- 10,000+ students annually coming through the JA Discovery Center from Calhoun City Schools, Catoosa County Schools, Christian Heritage School, Dalton Public Schools, Gordon County Schools, Murray County Schools, Rome City Schools, Trion City Schools, Walker County Schools, and Whitfield County Schools.
- 20,000+ parents of students who will receive take-home information and take-home pieces about the JA Discovery Center experience.
- 1,500+ volunteers annually coming through the JA Discovery Center representing employees, parent and community groups from many of Northwest Georgia's top companies.
- 600 teachers annually coming through 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

- 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.
- JA will provide The City of Dalton a broad menu of volunteer opportunities for employee engagement around this initiative.
- 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.

STOREFRONT INVESTMENTS

Total commitment of \$30,000

- 2024 - \$10,000 payable by June 30, 2024
- 2025 - \$10,000 payable by June 30, 2025
- 2026 - \$10,000 payable by June 30, 2026

Signatures

John Hancock
President & CEO
Junior Achievement of Georgia

David Pennington III
Mayor
The City of Dalton