

Insurance?

Budgeting?

Career Planning?

Investing?

Taxes?

Credit Cards?

Student Loans?

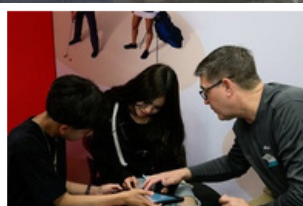
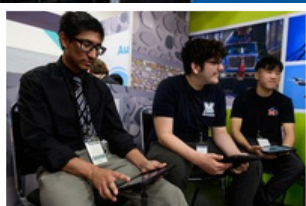
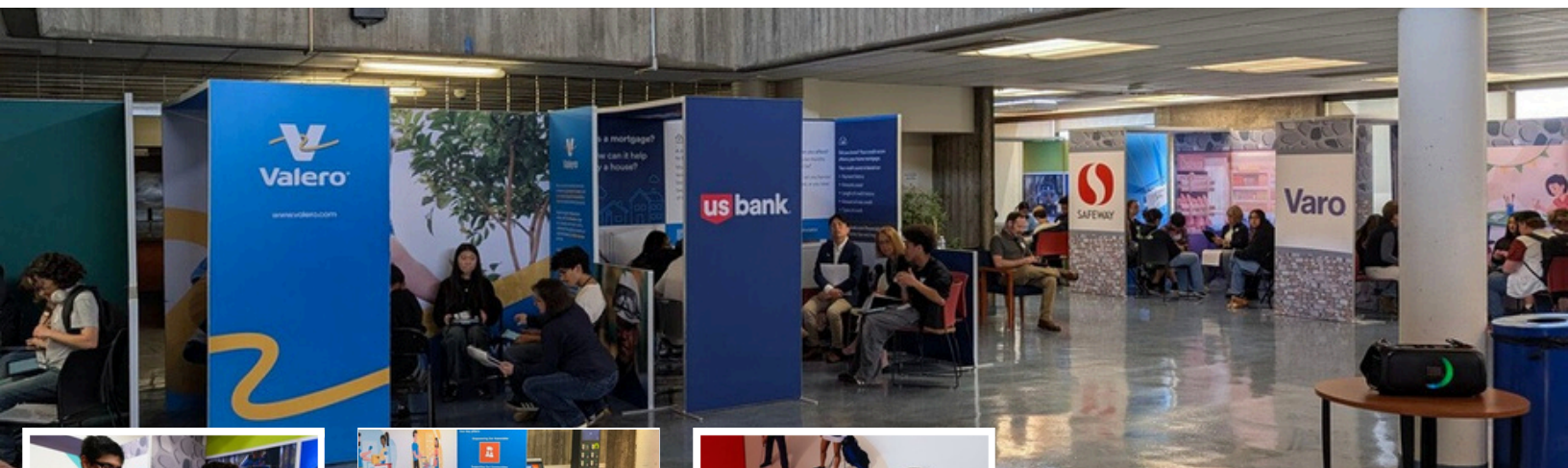
Car Loans?

Housing Costs?



Finance Park POP-UP

Teens have questions.
Finance Park has answers.



Students and volunteers engaged in the Finance Park Pop-Up simulation.

Program Components

- **Classroom Curriculum:** *In-school. Teacher-led. Comprehensive personal finance and career readiness curriculum.*
- **Finance Park “Pop-Up” Simulation:** *One-day immersive experience. Takes place after classroom lessons.*



Monterey: (March 9-19)
San Jose: (March 23-27)
San Francisco: (April 13-16)
Fresno: (April 21-30)



100+ STUDENTS PER DAY
Low- to moderate-income HS students



20+ VOLUNTEERS PER DAY
Pick the date/location that works for you

Classroom Curriculum

JA Finance Park helps students build a foundation on which they can make intelligent financial decisions that last a lifetime, including decisions related to income, expenses, savings, and credit.

The JA Finance Park classroom curriculum includes educator-led lessons covering six themes, including: employment and education; planning and money management; and investing.



Flexible: Schools commit to a minimum of **6 hrs.** of classroom time. With optional lessons to provide up to 20 hours of instruction.

Of students indicating prior to the simulation that they were not at all confident in their ability to budget, **97% later indicated that the simulation prepared them for future budgeting challenges.**



Post-Simulation Student Survey Responses:
1,000 Northern CA youth, Spring '25

"Agree" or
"Strongly Agree"

I believe my interactions with the volunteer in this program will have a positive influence on my personal development.

98%

Making purchases during the simulation helped me to understand how a budget works.

97%

I was exposed to new careers because of my participation in this program.

92%

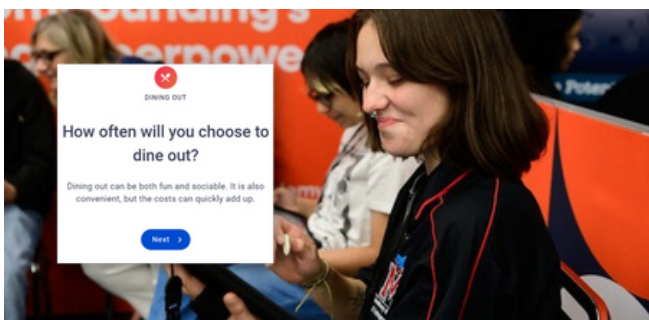


Finance Park Simulation

Where high school students face the "real world" and build skills for life.

Students enter our experiential learning center with a unique "avatar," or profile, complete with education level, career and monthly income. Using a tablet, they'll explore 19 interactive storefronts, research expenses, and make budgeting decisions based on their unique profile, with guidance from volunteer mentors.

Scan or click to see
the park in action.



Contact the JA NorCal Finance Park team to get involved!

Taran Barca-Hall: taranbh@janorcal.org • Duane Wilson: dwilson@janorcal.org

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$50,000 (2 WEEKS)

\$30,000 (1 WEEK)

- Co-branding at event venue and in marketing materials.
- Opening remarks at the simulation.
- Podium remarks at JA community event(s).
- Recognition in media campaign and other channels.
- Branded storefront in the simulation.
- Additional opportunities for co-branded publicity.

STOREFRONT SPONSOR

\$7,500 (1 Location)

\$25,000 (ALL NorCal Pop-Ups)

- Sponsor one "expense category" storefront.
- Pick the category that best matches your industry / brand.
- Work with JA on a custom storefront design.
- Categories include: housing, auto loans, dining out, health care, transportation, and more.

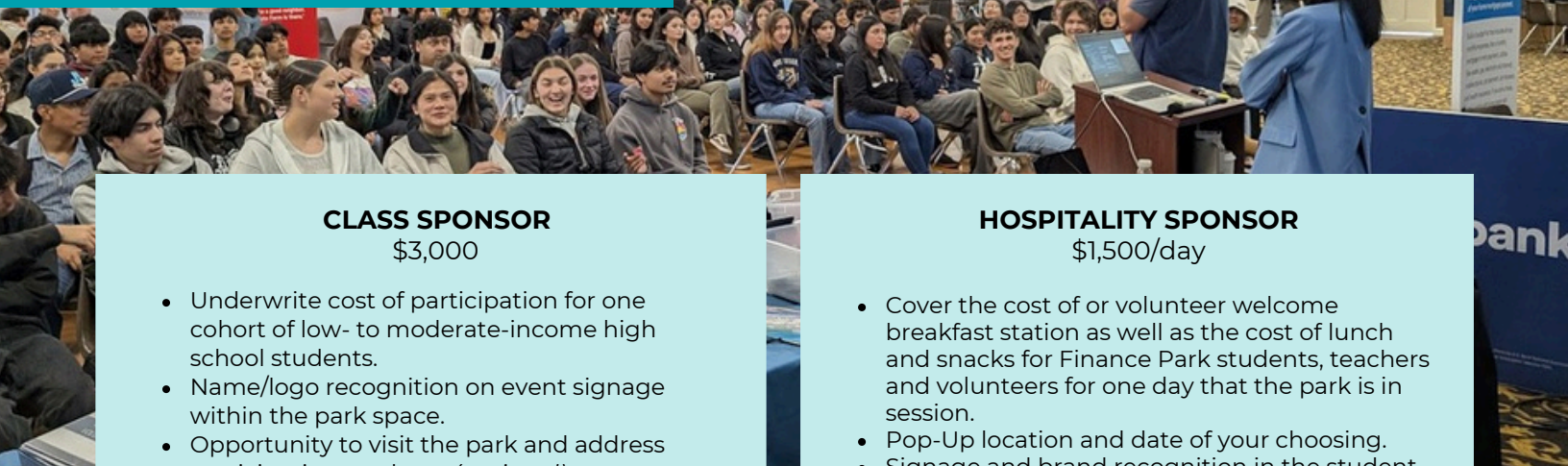
DAILY SPONSOR

\$10,000

- Brand recognition at the park (one day).
- Opening remarks at the simulation (one day).
- Recognition in media campaign and other channels.
- Priority volunteer registration.
- Branded storefront in the simulation (space permitting).

Storefront sponsorship: your brand lives within the JA Finance Park simulation.

During their day at Finance Park, students will visit 19 interactive storefronts, each representing one expense category in their household budget.



CLASS SPONSOR

\$3,000

- Underwrite cost of participation for one cohort of low- to moderate-income high school students.
- Name/logo recognition on event signage within the park space.
- Opportunity to visit the park and address participating students (*optional*).
- Priority volunteer registration.
- Recognition on JA NorCal social media channels.

HOSPITALITY SPONSOR

\$1,500/day

- Cover the cost of or volunteer welcome breakfast station as well as the cost of lunch and snacks for Finance Park students, teachers and volunteers for one day that the park is in session.
- Pop-Up location and date of your choosing.
- Signage and brand recognition in the student lunch area at your "pop-up" location
- Recognition on JA NorCal social media channels.

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