

Finance Park **POP-UP**

**Teens have questions.
Finance Park has answers.**

Budgeting?

Insurance?

Career Planning?

Investing?

Taxes?

Credit Cards?

Student Loans?

Car Loans?

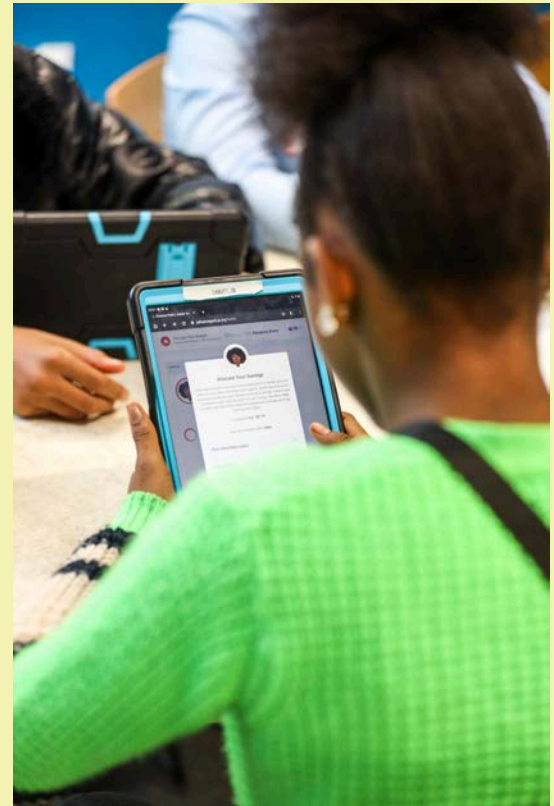
Housing Costs?



Scan to see the
park in action.



Students and
volunteers engaged
in the “pop-up”
Finance Park
simulation.



Program Components:

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

JA Finance Park “Pop-Up” Schedule Spring ‘25:

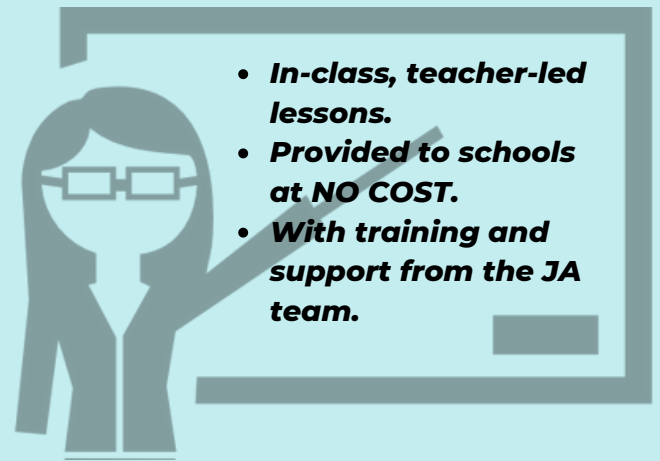
- **March 10-14** Monterey
- **March 31-April 4** East Bay
- **April 14-18** SF Peninsula
- **April 28-May 1** Fresno

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.

JA Finance Park provides educator-led lessons that are flexible, easy to access and easy to implement.

In the 24-25 year, JA Finance Park will include 1,000+ students from Northern CA high schools serving low- to moderate-income communities.



Classroom lessons provide Financial Literacy and Career Readiness education while preparing students for their “capstone” experience in the Finance Park simulation.

Theme 1: **Employment and Income**

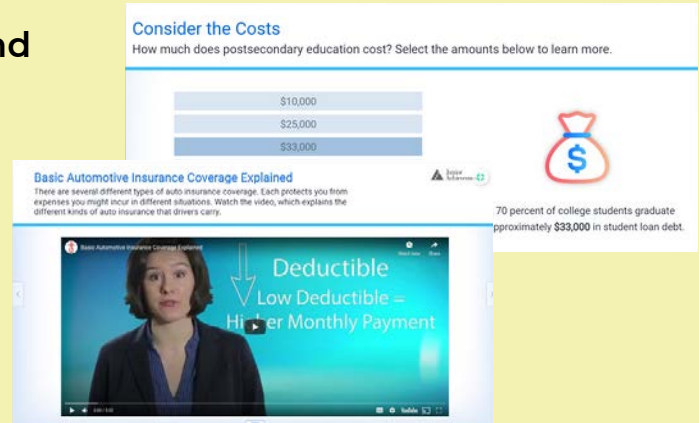
Theme 2: **Employment and Education**

Theme 3: **Financial Responsibility and Decision Making**

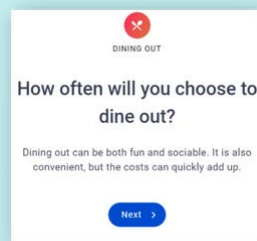
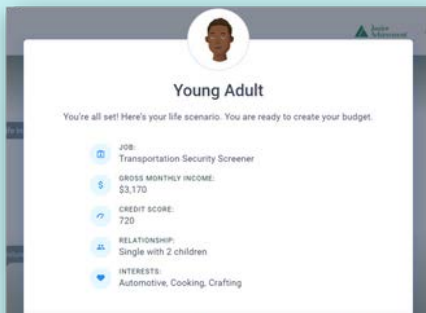
Theme 4: **Planning and Money Management**

Theme 5: **Risk Management and Insurance**

Theme 6: **Investing**



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



Finance Park Simulation

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

Students will:

- Enter the park with a personalized avatar and life scenario, including education, income, credit score and more!
- Work from a provided tablet to access JA’s powerful, interactive software platform.
- Research, shop, and pay for household expenses as they visit 18 interactive exhibition booths.
- Make household budgeting decisions based on their individual profile.
- Experience the ups and downs of real-world personal finance in a fun, safe simulated environment.
- Work in small groups with a volunteer mentor who will guide them through each expense category.

Finance Park POP-UP

SPONSORSHIP OPPORTUNITIES

DAILY SPONSOR* \$10,000

- Brand recognition at the park (date and site of your choice).
- Opening remarks at the simulation.
- Recognition in media campaign and other channels.
- Underwrite program costs for 100 students.
- Priority volunteer registration.
- Branded booth in the simulation (space permitting).

*Not available at Fresno site.

BOOTH SPONSOR \$5,000 per site

- Sponsor one “expense category” booth.
- Choose one “pop-up” location or support multiple sites.
- Available sites: Monterey, East Bay, SF/Peninsula, Fresno.
- Pick the category that best matches your industry and represents your brand.
- Work with JA on a custom booth design to showcase your brand before all Finance Park attendees.

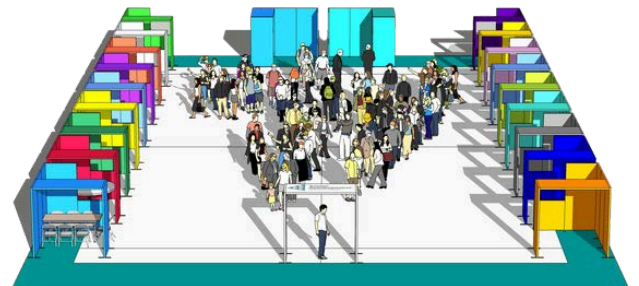
CLASS SPONSOR \$2,500/class

- Support a cohort of students through their classroom instruction *and* their field trip to the Finance Park simulation.
- Includes donor/brand recognition within the park.
- Priority volunteer registration.
- Recognition in media campaign and other channels.
- Underwrite program costs for 32 students.

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



During their day at JA Finance Park, students will visit 18 exhibition booths, each representing one expense category in their household budget.



- Categories currently available include: **Dining Out, Housing, Healthcare, Recreation, Self-Care and more.**
- Contact JA to learn more and to discuss all the ways your company or small business can be represented at *JA Finance Park*.

VOLUNTEER BREAKFAST SPONSOR \$500/day (3) available at each site

- Cover the cost of breakfast and coffee for our Finance Park volunteers.
- Signage and brand recognition in the volunteer welcome area at your “pop-up” location.
- Opportunity to visit the park and address volunteers (optional).
- Recognition on JA NorCal social media channels.

LUNCH SPONSOR \$1,000/day (3) available at each site

- Cover the cost of lunch and snacks for Finance Park students.
- Signage and brand recognition in the student lunch area at your “pop-up” location.
- Opportunity to visit the park and address students (optional).
- Recognition on JA NorCal social media channels.

Finance Park **POP-UP**

VOLUNTEER OPPORTUNITIES

Join us! Sign up to change the lives of youth in our community.



Be a JA Finance Park Mentor

- Work with a small group (5-7) of high school students.
- Join them as they visit each expense category “storefront” and manage their individual household budgets.
- Coach them through real-world budgeting decisions.
- Share your knowledge and experience to help students understand complex topics like loans, credit scores, insurance, retirement planning and more.
- 20-25 mentors needed per day.

Volunteer Schedule: 8:00am-1:30pm daily.

Other ways to help: Join the set-up crew!
We need strong hands to help set-up and “tear down” Finance Park at each location.



Scan to
see the
park in
action.



Monterey. March 10-14.
Monterey County Fairgrounds.

[Click here or scan.](#)



Alameda. March 31-April 4.

College of Alameda.

[Click here or scan.](#)



San Francisco. April 14-18.
Thurgood Marshall High School.

[Click here or scan.](#)



Fresno. April 28-May 1.
Fresno Convention Center.
[Click here or scan.](#)

