

JA TITAN PROGRAM SPONSOR

\$10,000

This sponsorship provides resources to manage the in-class JA Titan program for local high schools, including outreach, training, volunteer recruitment, and communications.

As a Program Sponsor, your company will receive:

- ▲ Recognition in JA Titan program kit materials to local high schools
- ▲ Recognition on event materials, email blasts, and JA marketing materials.
- ▲ Banner at the opening and closing programs.

JA TITAN CHALLENGE EVENT SPONSOR

\$5,000

This sponsorship helps underwrite the cost of the JA Titan Challenge & Entrepreneurial Exchange.

As an Event Sponsor, your company will receive:

- ▲ Recognition on event materials, email blasts, and JA marketing materials.
- ▲ Banner at the opening and closing programs.
- ▲ Opportunity to have employees participate in event as business mentors.

JA TITAN CHALLENGE SCHOLARSHIP SPONSOR

\$1,000

This sponsorship helps provide scholarships to the top performing companies in the JA Titan Challenge.

As a Scholarship Sponsor, your company will receive:

- ▲ Recognition on event materials, email blasts, and JA marketing materials.
- ▲ Company logo on scholarship certificates.

JA TITAN CHALLENGE SCHOOL SPONSOR

\$500

This sponsorship provides the entire JA Titan experience for one local high school to include the JA Titan in-class program materials and the school's participation in the JA Titan Challenge & Entrepreneurial Exchange.

As a School Sponsor, your company will receive:

- ▲ Recognition at event.
- ▲ Opportunity to have employees participate in event as business mentors.

MONDAY, MARCH 5, 2012

8:30 – 1:30 PM

CENTRAL PENN COLLEGE & PENN STATE YORK

LUNCH WILL BE PROVIDED.

**SCHOLARSHIPS WILL BE AWARDED TO THE STUDENTS
ON THE TOP-PERFORMING TEAMS.**

Now in its 7th year, the JA Titan Challenge brings together teams of two high school students to form companies that then compete in a day-long computer simulation. As a team, the business executives make decisions in the marketplace by adjusting the price, production, marketing, capital investment, research & development, and charitable giving. Companies compete through several rounds of the simulation and are challenged to outperform the competition in profit, sales, and market share.

The event is open to all high school students and is held simultaneously at two locations – Penn State York and Central Penn College. Students get a feel for the global market as their companies compete against others at both sites. Ultimate success is awarded through a Performance Index, a weighted measurement of aspects of companies' value and performance. Students from top performing companies will take home scholarships at the end of the event.

AGENDA

8:30 - 8:45	Registration
8:45 - 9:45	Round 1 of JA Titan Challenge
10:00 - 10:20	Entrepreneurial Group Activity: Innovative Thinking
10:20 - 10:40	Keynote Speaker
10:40 - 11:00	College Presentation
11:00 - 11:30	Lunch
11:45 - 12:30	Round 2 of JA Titan Challenge
12:45 - 1:15	Entrepreneurship Group Activity: Communication
1:15 - 1:30	Scholarship Presentation