



JA  
Northern  
Alberta

Member of  
JA Canada

# Big Pitch

May 29, 2025  
MacEwan University

**Big Pitch is a Dragon's Den-style competition, where student teams present business plans through on-stage pitches.**

## SPONSORSHIP PACKAGE

Junior Achievement's Annual Big Pitch competition empowers Company Program students with presentation skills, marketing and finance knowledge.



Presented By



## WHY SPONSOR?

**Entrepreneurship is declining.**

Canada has seen a decrease of 100,000 entrepreneurs over the last 2 decades.

## ABOUT COMPANY PROGRAM

The 18-week, competitive Company Program is JA's flagship program and the earliest formal entrepreneurship training.

A successful business pitch requires confidence and presentation skills, teamwork to build and deliver, and a solid analysis and understanding of their business plan and product.

**71% of Company Program participants believe they'll own their own business within a year.**

## EVENT DETAILS



- Teams compete before a panel of judges to win scholarships and company investments.
- A student tradeshow allows students to sell directly to interested attendees.
- **Expected audience: Future business leaders! Company program students & family, teachers and volunteer business mentors, JA supporters and local entrepreneurs.**

# SPONSORSHIP LEVELS

## Presenting Sponsor \$10,000

As the Presenting Sponsor of this inspiring event, you will receive:



- Hosting venue
- Provide one event adjudicator
- Opportunity to welcome attendees at start of event
- Logo on screen
- Preferred seating for 10
- Social Media recognition
- Logo recognition on the JA website

## Achiever Sponsor \$5,000

As the sponsor of our young JA Achievers, you will receive:

- Provide one event adjudicator (limited slots available, first-come, first-served)
- Opportunity to have staffed booth/banner at the tradeshow area
- Logo on screen
- Preferred seating for 10 and 1 complimentary beverage each
- Social Media recognition
- Logo recognition on the JA website
- Podium thank you

## Tradeshow Sponsor \$3,000

As the sponsor of our young JA Achievers, you will receive:

- Opportunity to have staffed booth/banner at the tradeshow area
- Logo on screen
- Preferred seating for 10 and 1 complimentary beverage each
- Social Media recognition
- Logo recognition on the JA website
- Podium thank you

## Venture Sponsor \$1,500

As a valued sponsor, you will receive:

- Preferred seating for 10
- Logo on screen
- Social Media recognition
- Logo recognition on the JA website
- Podium thank you

**To discuss these and other ways to make a difference at Junior Achievement, please contact:**



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