

JASOCAL
Hall OF Fame



**Celebrating those
who inspire.**

CELEBRATION

You're Invited

**November 10, 2022
Skirball Cultural Center**

A historic JA celebration

Reimagined!

This historic JA event has been reimagined to inspire new friends and energize those who have stood alongside us in our mission to prepare young people to succeed in a global economy by providing equitable access to quality education opportunities in financial literacy, career-readiness, and entrepreneurship.

Though this will be our inaugural JA Hall of Fame Celebration, JASoCal has a rich history of honoring individuals for their contributions to our community. Here are just some of our Spirit of Achievement Award Honorees:

John Cushman, III
Chairman of the Board
Cushman & Wakefield

Donald R. Beall
Chairman & CEO
Rockwell International

Lodwick M. Cook
Chairman & CEO
ARCO

Ruth & Elliot Handler
Founders, Mattel, Inc.

Jona Goldrich
Principal, Goldrich &
Kest Industries

Richard M. Rosenberg
Chairman & CEO
BankAmerica Corporation

Thomas V. McKernan, Jr.
President & CEO
Automobile Club of SoCal

Holly Robinson Peete
Co-Founder HollyRod
Foundation

Chuck Smith
President & CEO,
SBC Wes

Odie C. Donald
President, DirecTV, Inc

Barbara Bush
The First Lady of the
U.S.

Tommy LaSorda
Vice President
Los Angeles Dodgers

Our 2022 Hall of Fame Honoree



An intimate conversation with ...

TONY RESSLER

Co-Founder & Executive Chairman
Ares Management Corporation &
Principal Owner, Atlanta Hawks



Tony Ressler, Co-founder & Executive Chairman of Ares Management Corporation. In the not-for-profit sector, Tony serves as a Co-Chair of the Board of the Los Angeles County Museum of Art (LACMA) and is one of the founders and former board member of the Painted Turtle Camp which is affiliated with Paul Newman's Hole in the Wall Association.

In the public education sector, Tony is Founder & former Chairman of the Alliance for College Ready Public Schools. Since 2004, the Alliance has grown to 28 free, public middle and high schools serving 13,000 students from LA's poorest communities with historically underperforming schools.

Four Alliance schools have been named California Distinguished Schools and three are ranked in the top 10 of all LAUSD schools. More than 90% of Alliance graduates have gone to college.

Additionally, He serves as Senior Advisor to the Hawks Foundation, a not for profit organization focused on building bridges with the metro Atlanta community through basketball.

What to Expect



We want you to have fun!

(which is why this will be more fun than the average Gala)

We want this night of celebration to inspire your generous spirit, motivate you to make a difference, and encourage you to mix and mingle with individuals, like you, who want to be a part of building a better tomorrow by educating and preparing young people in revolutionary ways.

Special Guests

Craft Cocktails

Delectable Cuisines

Inspiring Activations

Exceptional Entertainment

Intimate VIP Experiences

A First-Class Silent Auction

We Believe In

A WORLD IN WHICH
**YOUNG PEOPLE HAVE
THE SKILLSET AND
MINDSET TO BUILD
THRIVING COMMUNITIES.**



About JASoCal

Founded nationally in 1919 and locally in 1954, Junior Achievement (JA) is the world's largest organization dedicated to educating students in grades K-12 about financial literacy, work readiness, and entrepreneurship.

JA INSPIRES AND PREPARES YOUNG PEOPLE TO SUCCEED IN A GLOBAL ECONOMY.

Junior Achievement (JA) focuses on high-impact programs which drive long-term outcomes in:

ECONOMIC DEVELOPMENT

JA's programs prepare our students to become engaged and knowledgeable participants in our local economy, as consumers, professionals, and leaders in local businesses. We improve the readiness of our youth to join our local workforce and to carry our local economy into the future.

EDUCATION DEVELOPMENT

JA partners with area school districts to blend our curriculum and experiential platforms with traditional education to bring relevance, authenticity, and application into everyday learning.

YOUTH DEVELOPMENT

JA partners with the corporate and civic communities to ensure a collaborative investment in our youth, giving students access to professional possibilities while boosting confidence and skills.



ABOUT JASOCAL PROGRAMS + 3DE

Junior Achievement's proven lessons in financial literacy, work and career readiness, and entrepreneurship are shown to positively impact the lives of young people. These lessons align with national and state educational standards and are delivered to tens of thousands of students across our service area with the help of our education partners and volunteers from the local community.



INTRODUCTORY LEARNING EXPERIENCES

Work and Career- Readiness

- JA Career Speaker Series (K-12th Grade)

Entrepreneurship

- JA Launch (9th -12th Grade)

Financial Literacy

- JA Budget Challenge (14-20 Year Olds)
- JA Finance Park Webinar Series

3DE SCHOOLS

- 3DE is a new high school model revolutionizing public education.

Learn More at
www.jasocal.org/3DE



PREPARED LEARNING EXPERIENCES

Learn more at jasocal.org/programs

Work and Career- Readiness

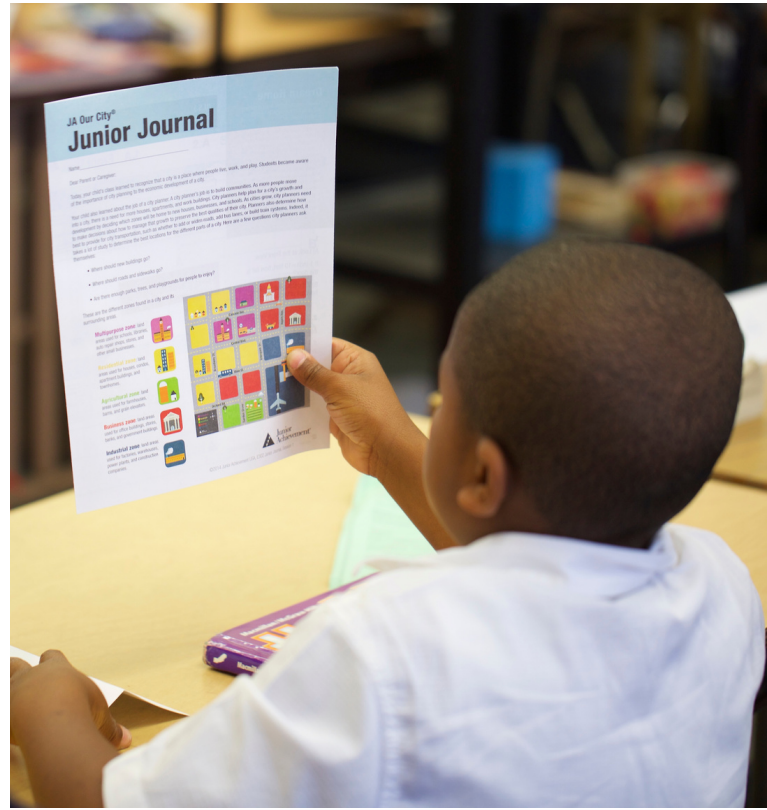
- JA Career Success (9th -12th grade)
- JA Job Shadow (11th Grade)

Entrepreneurship

- JA It's My Business (6th - 8th Grade)
- JA Be Entrepreneurial (9th - 12th Grade)
- JA Titan (9th - 12th Grade)
- Glocal Changemakers (12th Grade)

Financial Literacy

- JA Sequential K-5th Programs
- JA Finance Park (7th-12th Grade)
- JA Personal Finance (9th -12th Grade)



You Believe In **A World of Possibilities.**

Sponsorship Levels:

Help us reach our goal of serving 30,000 students this school year.

We invite you to partner with us and make an impact on the students we serve and showcase your support of our mission to an expected 500 attendees. Sponsors will be recognized in event materials, social media posts, our website, e-mail blasts, and auction software.

Each sponsorship level offers different event impact opportunities. Learn more below:

**Deadline for sponsorship opportunities:
October 5, 2022**

PRESENTING

GO BIG FOR JA!

\$50,000

Our presenting sponsors will be highlighted: on our website, auction software, and in all communications and press materials. Recognition will also be featured prominently in the following areas:

Exclusive logo placement: Recognition as presenting sponsor on invitation (if committed before print) | Logo Projection | Back of bidder cards | Event step & repeat | Double-page ad in the program/full-screen ad in the digital program.

Includes:

- Official Host of VIP Pre-Reception with Tony Ressler
- VIP Admission for 24 Guests
- Invitation to VIP Pre-Reception with Tony Ressler
- VIP seating
- VIP Only Experiences
- Recognition as a presenting sponsor in our 9/5 Los Angeles Business Journal Ad. (Must commit by 8.31)

DIAMOND

SHINE BRIGHT!

\$25,000

Our diamond sponsors will be recognized in all communications and press materials. Recognition will also be featured prominently in the following areas:

Logo placement: Recognition as a diamond sponsor in all communications, web & social | Full page ad in the program/full-screen ad in the digital program | Listing on the invitation (must commit before going to print).

Includes:

- VIP Admission for 12 Guests
- Invitation to VIP Pre-Reception with Tony Ressler
- VIP seating
- VIP Only Experiences
- Mention in our 9/5 Los Angeles Business Journal Ad (must commit by 8/31)

PLATINUM

\$15,000

Our platinum sponsors will be recognized in all communications and press materials. Recognition will also be featured prominently in the following areas:

Logo placement: Recognition as platinum sponsor in all communications, web & social | Full page ad in the program/full-screen ad in the digital program | Listing on the invitation (must commit before going to print).

Includes:

- Admission for 10 Guests: 2 VIP, 8 General Admission
- 2 Invitations to VIP Pre-Reception with Tony Ressler
- Premium seating

GOLD

\$10,000

Logo placement: Recognition as gold sponsor in event collateral, web & social | Half page ad in the program/ ad in the digital program.

Includes:

- General Admission for 8 Guests
- Premium seating

DOUBLE TICKETS & SINGLE TICKETS

2 VIP TICKETS (limited qty): \$5,000 - includes VIP Pre-Reception with Tony Ressler + underwrites tickets for (2) educators.

GENERAL TICKET: \$1,000

SHOW OFF YOUR BRAND!

Explore opportunities to showcase your brand in a way that meets your business exposure objectives with a customized sponsorship. Let's talk!

Thank you to our current and past event supporters

Junior Achievement of SoCal is fortunate to have the generous support of industry-leading partners. Their financial generosity as well as their gift of expert leadership through volunteerism, enrich the programs we provide.





HALL OF FAME COMMITTEE

**At time of publishing*

Mara Beckman
Bank of America

Tom McCarthy
McCarthy Cook & Co.

Joe Brancucci
Financial Partners Credit
Union

Paul McGunnigle
Howard Building Corporation

David Freitag
CBRE

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