



Junior  
Achievement®  
of South Florida

Inspiring Tomorrows™



# BOOKS, BUCKS & BACKPACKS

*Sliding into Summer Success!*

**Saturday, May 21, 2022**  
**10 am to 1 pm**

JA World Huizenga Center at the Lillian S. Wells Pavilion  
1130 Coconut Creek Blvd., Coconut Creek, FL 33066

**Let's prepare our children and families in need  
for summer success with reading, math and financial  
literacy materials, healthcare information,  
and summer safety support.**



**Together, We Can Change These Statistics!**



## Summer Health & Wellness

- Over 60% of all summer-related injuries occur among children ages 2-11
- Studies show children gain weight at a faster rate during the summer months than during the school year
- 23% of child drownings happen during a family gathering near a pool



## Prevent the Summer Slide

- On average, students lose 17–34% of the prior year's learning gains
- On average, students lose about 20% of school-year gains in reading and 27% in math during the summer break

## Teaching Children About Money



- Summer is a great time to teach children the value of savings and money
- Studies show children establish their financial identities by age 7
- Financial literacy activities like preparing a budget helps build stronger math skills

For more information on how you can support this Books, Bucks & Backpacks,  
contact: Jennifer Barb at (954) 979-7101 or [Jennifer.Barb@JASouthFlorida.org](mailto:Jennifer.Barb@JASouthFlorida.org)  
[JASouthFlorida.org/GivingToLiteracy](https://JASouthFlorida.org/GivingToLiteracy)

# BOOKS, BUCKS & BACKPACKS

Join Junior Achievement by supporting Books, Bucks & Backpacks - Sliding into Summer with Success. Summer safety tips, academic retention and financial literacy education can change lives and inspire tomorrows.

## EXCLUSIVE TITLE SPONSOR \$25,000

- Recognition as Exclusive Title Partner during campaign
- Branded sponsor booth with activity
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents
- Company branded collateral in each backpack
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE PHYSICAL FITNESS CHALLENGE PARTNER \$20,000

- Recognition as Exclusive Physical Fitness Challenge Partner during campaign
- Branded outdoor physical fitness challenge space with related activities
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage outdoor activities and interact with children and parents
- Company branded collateral in each backpack
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE BACKPACK PARTNER \$15,000 SOLD

- Recognition as Exclusive Backpack Partner during campaign
- Company logo on Backpacks given to every child
- Branded sponsor booth with activity
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents

- Logo included on signage, website, social media, video promotion, collateral, eblasts

## SUMMER SAFETY TIPS PARTNER \$15,000 (2 available)

- Recognition as Summer Safety Tips Partner during campaign
- Branded sponsor area with activity and education about summer safety
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE BOOK PARTNER \$10,000

- Recognition as Exclusive Book Partner during campaign
- Branded insert in every book giveaway for the children
- Opportunity for employee volunteers to manage outdoor activities and interact with children and parents
- Company branded collateral in each backpack
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE SNACK PARTNER \$5,000

- Recognition as Exclusive Snack Partner during campaign
- Logo on Snack Station at event
- Branded sponsor booth with activity
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE PHOTO BOOTH PARTNER \$5,000

- Recognition as Photo Booth Partner during campaign
- Logo on Photo Booth and printed photos for each guest
- Branded sponsor booth with activity
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## EXCLUSIVE COOLING ZONE STATION \$2,500

- Recognition as Exclusive Cooling Zone Station Partner during campaign
- Branded water bottles provided at cooling station
- Branded sponsor booth with activity
- Opportunity to have a giveaway for backpacks
- Opportunity for employee volunteers to manage booth and interact with children and parents
- Logo included on signage, website, social media, video promotion, collateral, eblasts

## IN-KIND COMMUNITY PARTNERSHIP OPPORTUNITIES:

- Recognition of Supply Partner during campaign
- Logo included on signage, website, social media, video promotion, collateral, eblasts
- Opportunity to provide:
  - Books, Gift Cards, Snacks,
  - School related items,
  - Meal giveaways

For more information on how you can support this critical initiative,  
contact: Jennifer Barb at (954) 979-7101 or [Jennifer.Barb@JASouthFlorida.org](mailto:Jennifer.Barb@JASouthFlorida.org)

**DONATE NOW**  
[JASouthFlorida.org/GivingToLiteracy](https://JASouthFlorida.org/GivingToLiteracy)



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