



JOBS FOR
AMERICA'S
GRADUATES



SPONSORSHIP

OPPORTUNITIES

NATIONAL STUDENT LEADERSHIP ACADEMY

WASHINGTON, DC | DECEMBER 2-5, 2025



ABOUT JAG

Jobs for America's Graduates (JAG) is a national non-profit organization with 40+ years of experience empowering more than 1.7 million young people to succeed in education, employment, and life. In collaboration with state-based affiliates, community organizations, and state agencies, JAG programs across the U.S. equip youth with essential job skills, hands-on experience, and critical post-graduation support to ensure a successful transition into careers and higher education. Serving more than 80,000 young people each year, JAG is on a bold mission to engage one million youth annually by 2035.

OUR PURPOSE:

We exist to create opportunities for youth facing significant challenges, helping them overcome barriers, build self-sufficiency, and thrive as engaged, successful adults.

OUR MISSION:

Empower our nation's young people with the skills and support to succeed in education, employment, and life.

OUR VALUES:



**Strive for
Outcomes**



**Act with
Integrity**



**Adapt
Always**



**Create
Opportunities**



**Cultivate
Belonging**



WHY ACTIVATE AT NSLA?

The National Student Leadership Academy (NSLA) is where we empower the future. It's a capstone leadership experience for JAG Career Association state officers and local chapter leaders, providing unparalleled opportunities for experiential learning, real-world skill application, and career networking. By sponsoring NSLA, you don't just support an event; you invest in the next generation of socially conscious leaders and innovators.



Advocacy Training

Sponsoring an Advocacy Training Workshop provides a unique, hands-on role for your corporate representatives. Your team will be embedded as expert mentors, working directly with students in small groups to provide guidance and real-time feedback. This is your chance to directly prepare and empower our youth for their legislative meetings on Capitol Hill, forging a direct and positive link between your company and the next generation of policy influencers.



Activation Stations

Sponsoring an Activation Station allows your company to host a branded, interactive experience in a dynamic expo-style reception. This is more than a booth—it's a chance to bring your mission to life through hands-on activities that inspire and educate. Directly engage with JAG's future workforce, share your company's mission in a memorable way, and build a strategic talent pipeline by connecting with talented young leaders.



Leadership Training

Sponsoring the Leadership Training is a direct investment in the development of future leaders. By supporting this program, your company helps equip student officers with the core skills and principles of socially responsible leadership. This sponsorship powerfully aligns your brand with a commitment to positive social development, demonstrating your company's dedication to building a better, more thoughtful future workforce.

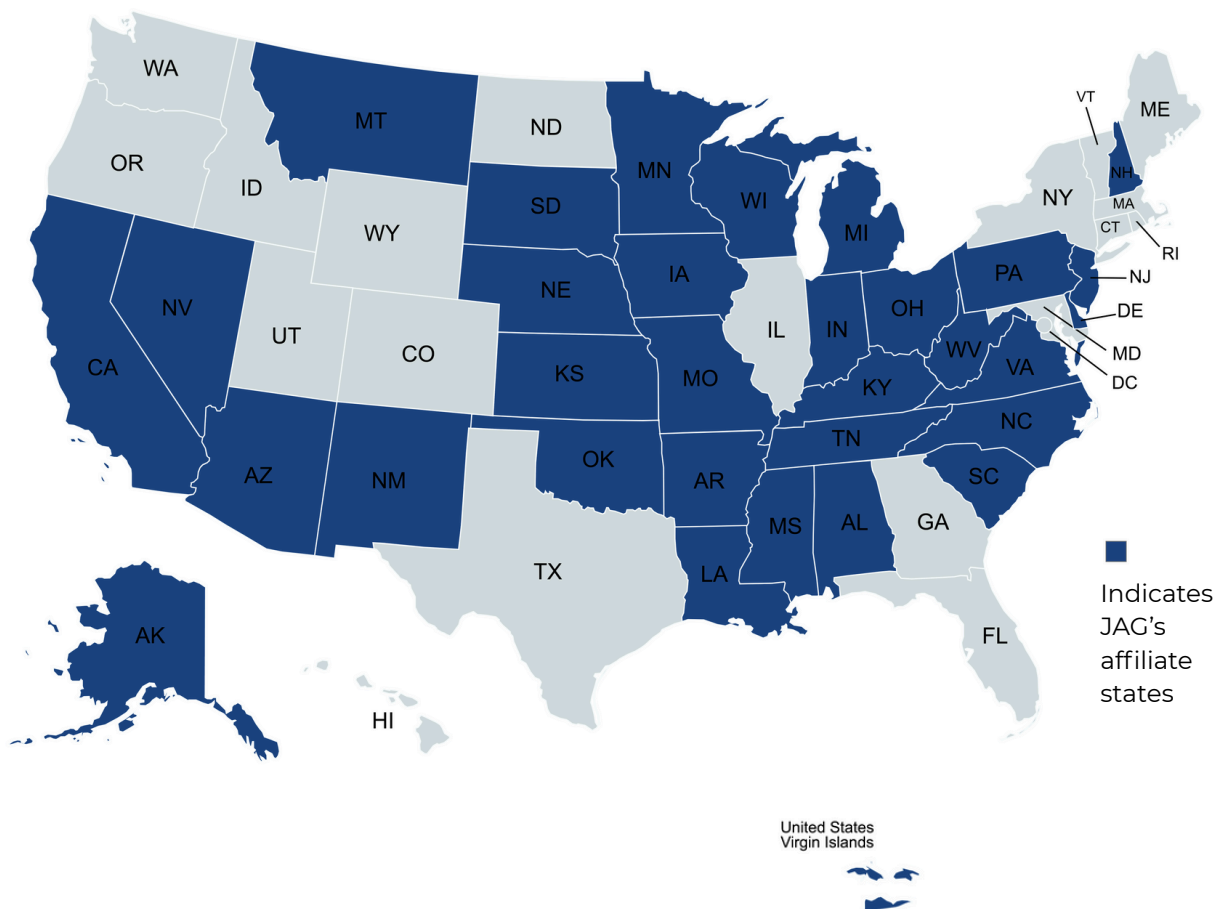
2025 ANNUAL CONFERENCE

Hyatt Regency Washington on Capitol Hill,
Washington, D.C. | December 2-5, 2025

The JAG National Student Leadership Academy is more than just a conference – it's a transformative experience that empowers the next generation of leaders. Each year, JAG affiliates from across the country select up to 8 standout students to represent their state at this prestigious national event.

Through hands-on workshops, inspiring keynotes, and real-world skill-building activities, participants gain the confidence and tools to lead not only within their JAG program but also in their schools, communities, and future careers. The impact doesn't stop when the event ends – students return home equipped to inspire change and elevate those around them. See the map below for all of the places where impact was made possible by last year's sponsors!

2024 National Student Leadership Academy Footprint



MAIN NSLA SPONSORSHIPS

<div>INDUSTRY EXCLUSIVE</div> Presenting Sponsor	\$50,000	<ul style="list-style-type: none"> • Premier recognition across all conference materials • Main stage speaking opportunity • Branding on signage, website, and social media • 10 complimentary registrations • Three branded tables at JAG Luncheons • Logo featured on all attendee t-shirts • *Photo Tap: Logo featured on the frame of every digital photo shared from the conference
Gold Sponsor	\$40,000	<ul style="list-style-type: none"> • Recognition on signage and conference materials • Co-host a major session or panel • Logo featured in event app and website • 6 complimentary registrations • Two branded tables at JAG Luncheons • *Photo Tap: Logo featured on the frame of every digital photo shared from the conference
Silver Sponsor	\$25,000	<ul style="list-style-type: none"> • Logo recognition in printed/digital materials • Opportunity to host a breakout session or activity • 4 complimentary registrations • One branded table at JAG Luncheons
Transportation	\$15,000	<ul style="list-style-type: none"> • Branding on signage and transport schedules • Recognized as the official transportation sponsor • Opportunity to attend the JAG Keynote Luncheon • Logo featured on the frame of every digital photo shared from the Traveling
Leadership Training	\$10,000	<ul style="list-style-type: none"> • Branding opportunity for session with National Officers • Recognition in training materials and opportunity to address students • Opportunity to attend the JAG Keynote Luncheon

**Photo Tap frames may consist of multiple company's logos. This is dependent on sponsorships received that include this benefit.*

ADDITIONAL NSLA SPONSORSHIPS

Mobile App (Sched)	\$7,500	<ul style="list-style-type: none"> • Splash screen, banner ad, push notifications. • Premium digital branding • 1 ticket to Etiquette Luncheon
Dance	\$5,000	<ul style="list-style-type: none"> • Branding and signage at dance, and on event schedule • Verbal recognition during event • 1 ticket to Etiquette Luncheon • *Photo Tap: Logo featured on the frame of every digital photo shared from the Dance
Registration	\$5,000	<ul style="list-style-type: none"> • Logo on registration materials and confirmation emails • Signage at registration area • 1 ticket to Etiquette Luncheon
Youth Team Building Activity "CHAOS"	\$5,000	<ul style="list-style-type: none"> • Branding and signage at event, verbal recognition during event, logo on event schedule • 1 ticket to Etiquette Luncheon • *Photo Tap: Logo featured on the frame of every digital photo shared from CHAOS
Recharge/Relax Area	\$5,000	<ul style="list-style-type: none"> • Signage and branded space in decompression zone with optional engagement table • 1 ticket to Etiquette Luncheon
Photo Wall/Social Media Hub	\$4,000	<ul style="list-style-type: none"> • Includes logo on backdrops + hashtags. (Excellent for engagement metrics)
Think Back Video/Student Story	\$2,500	<ul style="list-style-type: none"> • Sponsor recognition at the beginning and end of highlight video (shared across JAG.org and social platforms)
Event Lanyards	\$2,500	<ul style="list-style-type: none"> • Logo featured on all attendee lanyards
Welcome Gift (for students)	\$750	<ul style="list-style-type: none"> • Logo on distributed gift items, recognition in welcome materials.

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THE JAG EXPERIENCE

The JAG Experience provides sponsors with a unique glimpse into the heart of Jobs for America's Graduates. This is your chance to go beyond a typical sponsorship and engage directly with the very essence of our mission. By sponsoring, you'll gain exclusive access to three key events, allowing you to connect with student leaders, network with our National Board of Directors, and understand firsthand why JAG is so effective.

Experience Highlights

- **Board of Directors Reception:** Mingle with our dedicated National Board of Directors, longtime supporters, and student leaders. Discover the passion behind our mission and gain insight into why top-tier organizations and individuals have invested in JAG for decades.
- **Leadership Luncheon:** Join our Board and student leaders for an exclusive luncheon featuring a keynote address from Johnny C. Taylor Jr., President & CEO of SHRM. This is a rare opportunity to learn from a nationally recognized business leader and engage in meaningful conversations with future leaders.
- **Etiquette Luncheon:** Participate in a hands-on session where student leaders learn essential professional dining skills. This is a chance to interact directly with students, hear their stories, and see the tangible impact of your support in a personable and memorable way.



\$3,500 Sponsor

Benefits:

- **Prominent brand visibility:** Your logo will be featured on tables at both the Leadership and Etiquette Luncheons.
- **Widespread recognition:** Receive acknowledgment on event signage, our website, and during dinner remarks.
- **Exclusive access:** Secure **5 seats at the JAG Luncheons**, providing your team with invaluable networking opportunities.

Impact:

Enjoy direct, high-level access to influential industry leaders and decision-makers. Your presence allows for direct mentorship and conversation, providing you with a unique opportunity to engage with job-ready candidates and gain a deeper understanding of the emerging workforce to inform your organizational strategy.

ACTIVATION STATION

Bridge the gap between talent and opportunity.



Your organization has a unique opportunity to connect directly with the next generation of leaders and innovators. The NSLA Activation Stations aren't just an expo; they are interactive hubs where you can bring your mission to life, inspire young talent, and scout potential employees. This is your chance to build a dynamic and positive brand presence with an audience of motivated, career-focused youth.

Strategic Talent Pipeline: Connect with a diverse and highly-motivated student population. This is a direct pipeline for future interns and entry-level talent. By exposing them to your career pathways, you are planting seeds for your future workforce.

Brand Building and Reputation: Go beyond a logo. Your interactive station creates a memorable, positive experience, positioning your company as an innovative, youth-friendly, and forward-thinking employer. This engagement reinforces your brand's commitment to corporate social responsibility (CSR) and community investment.

Employee Engagement and Morale: Offer a meaningful, hands-on volunteer opportunity for your employees. Your team can directly mentor students, share their expertise, and contribute to the company's mission in a fun and impactful way. This boosts employee morale and strengthens their connection to your company's values.

Investment Packages

\$5,000 Activation Station Only	\$3,500 Snack/Break Sponsor	\$7,500 Combo Package
Secure a branded, engaging environment to showcase your company. This package is ideal for organizations focused on direct, interactive engagement with students and building a positive brand presence in an expo-style reception.	Gain high-visibility brand exposure throughout the event. This option is perfect for companies seeking broad brand recognition and association with positive, high-energy moments.	Maximize your impact and visibility. Interactive engagement at your Activation Station and broad brand exposure during breaks; it's the most comprehensive way to achieve your talent and brand objectives at a discounted price.

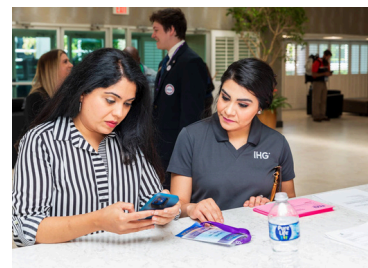
ACTIVATION STATION *Continued...*

How does it work?

This is your chance to really get creative and bring your career to life! Create fun, interactive opportunities for students to learn all about what it is like to work for your organization. Need some ideas? Check out some of the sample station ideas below to plan your activation station, or use them as inspiration for creating your own!

Sample Station Ideas

- **VR Career Explorer:** Immersive day-in-the-life experiences using VR headsets to showcase careers in sponsor industries.
- **Career Trivia Wheel:** Students spin the wheel for industry-related questions; correct answers earn sponsor-branded prizes.
- **Skill Lab Pods:** Quick 15-minute hands-on workshops teaching skills like coding, budgeting, or public speaking.
- **Professional Headshot Station:** Students get LinkedIn-ready headshots with sponsor branding visible on backdrop.
- **Problem-Solving Simulator:** Students work in teams to solve timed, industry-specific scenarios provided by sponsors.
- **Career Hackathon Zone:** Teams solve real-world sponsor problems in an intensive, timed competition.
- **Dress for Success Styling Booth:** Professional attire tips and quick style makeovers, sponsored by fashion or retail partners.
- **In Their Shoes Simulation:** VR or role-play simulations showing a day in the life of specific careers.



ADVOCACY TRAINING WORKSHOP



Sponsoring a youth-focused advocacy training workshop demonstrates your company's commitment to corporate social responsibility. By investing in civic education, youth development, and building a stronger future workforce, you will reinforce your brand reputation, foster trust among consumers, and attract socially conscious talent.

How does it work?

Your team will serve as expert mentors in breakout rooms to provide small group feedback and guidance as youth prepare to meet legislators on Capitol Hill the following day. An informational slide deck will be provided by JAG National, including two dedicated slides that highlight your organization's mission and public policy initiatives. In these workshops, students will:

- Learn how to influence policy through advocacy
- Practice relationship-building with elected officials
- Deliver advocacy pitches and receive coaching from sponsor mentors
- Participate in mock legislative meetings and role-play exercises

By teaching these skills, your organization is not only shaping future leaders but also cultivating a better-informed public that understands the importance of effective government affairs.

\$10,000 - Advocacy Training Workshop

Benefits:

- Showcase your expertise in government affairs and public policy by co-hosting an advocacy training workshop at NSLA with a JAG National staff member, positioning your organization as a leader in youth development and civic engagement.
- Receive high-profile recognition from the main stage during the leadership luncheon, attended by JAG National staff, student leaders, and key stakeholders.
- Secure two complimentary registrations to the NSLA, providing your team with a unique networking opportunity.

Impact:

As an organization specializing in government affairs, your support of this workshop is a direct investment in the pipeline of future leaders who will one day shape policy. By investing in civic education, youth development, and building a stronger future workforce, you will create a direct and positive link between your company and the next generation of policy influencers..

THANK YOU TO OUR 2024 NSLA SPONSORS



Microsoft



REGIONS



**Let's discuss next steps
today.**

Contact our development department:
development@jag.org