



27TH ANNUAL  

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FEBRUARY 22, 2025

SPONSORSHIP & MARKETING  
OPPORTUNITIES



**Junior  
Achievement**<sup>™</sup>  
of Dallas



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## SPONSORSHIP OPPORTUNITIES

BENEFITING JUNIOR ACHIEVEMENT OF DALLAS

# Connecting the Best in Business to the Next in Business

The Dallas Business Hall of Fame, benefiting Junior Achievement of Dallas, is an annual gala celebrating the remarkable achievements of business leaders who have made a significant impact on the Dallas business community. Now in its 27th year, the gala not only honors the best and brightest in the Dallas business community, but it also serves as a critical fundraising initiative that supports Junior Achievement's mission to inspire and prepare young people for success in a global economy.

### EVENT DETAILS

**February 22, 2025 | 6:00 PM – 9:00 PM**

**6:00 PM** Cocktail Reception

**7:00 PM – 9:00 PM** Dinner & Program (After-Party to follow)

**Omni Dallas Hotel** 555 S. Lamar St., Dallas, TX 75202

### 2025 LAUREATES



#### Allie Beth Allman

Executive Director of the Board and Founder

Allie Beth Allman & Associates



#### Curtis C. Farmer

Chairman, President and Chief Executive Officer

Comerica Incorporated and Comerica Bank



#### Dale Petroskey

President & CEO

Dallas Regional Chamber

Through the dedication of our Laureates and the generous support of the business community, the Dallas Business Hall of Fame has:

- Raised more than **\$5 million**
- Reached over **700,000 students** through educational programs
- Facilitated **3 million volunteer contact hours**, empowering the next generation of leaders with the skills, knowledge and confidence they need to thrive

### SPONSORSHIP AND TICKET INFORMATION



**For more information, contact:**

Chris LaTurno

President & CEO

Junior Achievement of Dallas

[claturno@jadallas.org](mailto:claturno@jadallas.org)

[JADallasBusinessHallofFame.org](http://JADallasBusinessHallofFame.org)



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## SPONSORSHIP OPPORTUNITIES

BENEFITING JUNIOR ACHIEVEMENT OF DALLAS

Sponsorship of the Dallas Business Hall of Fame directly supports Junior Achievement's mission of preparing young people to succeed in a global economy.

### PRESENTING SOLD

- Exclusive presenting sponsor recognition in all printed and digital gala materials
- Prominent logo listing on Dallas Business Hall of Fame website
- Branded staircase at the gala
- Logo prominently displayed on screen during the gala
- Verbal recognition from podium during the gala
- Opportunity to speak from podium
- Full-page ad in special issue of *Dallas Business Journal*\*
- 18 tickets to Laureate Reception
- Priority seating for 30 at Dallas Business Hall of Fame
- Dedicated wait staff

### LAUREATE \$75,000

- Prominent logo listing on Dallas Business Hall of Fame website
- Logo prominently displayed on screen during the gala
- Verbal recognition from podium during the gala
- 1/2-page ad in special of *Dallas Business Journal*\*
- Logo prominently displayed on printed and digital gala materials
- 14 tickets to Laureate Reception
- Priority seating for 20 at Dallas Business Hall of Fame
- Dedicated wait staff

### ACHIEVEMENT \$50,000

- Prominent logo listing on Dallas Business Hall of Fame website
- Logo prominently displayed on screen during the gala
- Verbal recognition from podium during the gala
- 1/2-page ad in special issue of *Dallas Business Journal*\*
- Logo prominently displayed on printed and digital gala materials
- 10 tickets to Laureate Reception
- Priority seating for 20 at Dallas Business Hall of Fame
- Dedicated wait staff

### ELITE \$25,000

- Prominent logo listing on Dallas Business Hall of Fame website
- Logo prominently displayed on screen during the gala
- 1/4-page ad in special issue of *Dallas Business Journal*\*
- Logo prominently displayed on printed and digital gala materials
- 8 tickets to Laureate Reception
- Seating for 10 at Dallas Business Hall of Fame

### LEADERSHIP \$15,000

- Logo displayed on Dallas Business Hall of Fame website
- Name displayed on screen during the gala
- 1/4-page ad in special issue of *Dallas Business Journal*\*
- 6 tickets to Laureate Reception
- Seating for 10 at Dallas Business Hall of Fame

### PARTNER \$10,000

- Listing on Dallas Business Hall of Fame website
- 4 tickets to Laureate Reception
- Seating for 10 at Dallas Business Hall of Fame

### CONNECTOR \$5,000

- 2 tickets to Laureate Reception
- Seating for 10 at Dallas Business Hall of Fame

### PATRON TICKET \$400

- Provides entry to Dallas Business Hall of Fame and 1 ticket to Laureate Reception

### SINGLE TICKET \$250

- Provides entry to Dallas Business Hall of Fame

### YOUNG PROFESSIONALS (35 AND UNDER) TICKET \$150

- Provides entry to Dallas Business Hall of Fame

\* Designed ad to be provided by sponsor. Final art files due to JA by January 24, 2025.



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MARKETING OPPORTUNITIES

BENEFITING JUNIOR ACHIEVEMENT OF DALLAS

In addition to sponsorship packages, we offer marketing opportunities to increase recognition for your brand.

MARKETING OPPORTUNITY	INVESTMENT
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**Registration Sponsor** (1 available)

**\$40,000**

Make a striking first impression with a custom-branded registration wall, offering high visibility as attendees enter the gala.

*Includes seating for 10 at Dallas Business Hall of Fame*



**Live Auction Sponsor** (1 available)

**\$25,000**

The Live Auction Sponsorship offers an unparalleled opportunity to showcase your brand in front of an engaged audience, aligning your company with the mission of Junior Achievement of Dallas and the excitement of the evening's most thrilling moments.

*Includes seating for 10 at Dallas Business Hall of Fame*



**Quad Bar Sponsor** (1 available)

**\$25,000**

This four-sided bar, prominently branded on each side with your company's logo, offers maximum exposure as guests mingle and enjoy refreshments.

*Includes seating for 6 at Dallas Business Hall of Fame*





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## MARKETING OPPORTUNITIES

BENEFITING JUNIOR ACHIEVEMENT OF DALLAS

### MARKETING OPPORTUNITY

### INVESTMENT

#### Vision Sponsors (2 available)

**\$25,000**

Make a lasting impression by sponsoring the gala's branded tunnel, a unique and immersive feature in the reception area.

*Includes seating for 6 at Dallas Business Hall of Fame*



#### After-Party Sponsors (2 available)

**\$15,000**

Cap off the evening with style by sponsoring the exclusive After-Party, where the celebration continues. This sponsorship includes a chic lounge and branded bar area.

*Includes seating for 4 at Dallas Business Hall of Fame*



#### Floral Sponsors (2 available)

**\$15,000**

Enhance the elegance of the evening by sponsoring the gala's exquisite floral arrangements. Each centerpiece will feature a branded card with your company's logo.

*Includes seating for 4 at Dallas Business Hall of Fame*



#### Silent Auction Sponsors (4 available)

**\$10,000**

Position your brand at the heart of the evening's excitement by sponsoring the silent auction.

*Includes seating for 2 at Dallas Business Hall of Fame*





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## MARKETING OPPORTUNITIES

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### MARKETING OPPORTUNITY

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#### **Paddle Raise Sponsors** (4 available)

**\$5,000**

As the Paddle Raise Sponsor, your company's logo will be prominently displayed during this impactful portion of the event, ensuring your brand is associated with the spirit of giving.

*Includes seating for 2 at Dallas Business Hall of Fame*



#### **Photo Booth Sponsors** (2 available)

**\$5,000**

Capture the evening's memories by sponsoring an immersive photo booth, a popular attraction for guests. Your company's logo will be featured on signage next to the photo booth.

*Includes seating for 2 at Dallas Business Hall of Fame*



#### **Valet Sponsor** (1 available)

**SOLD**

As guests arrive and depart, your company's branding will be prominently displayed on signage at the valet station, making your brand one of the first and last impressions of the evening.

*Includes seating for 2 at Dallas Business Hall of Fame*



**For more information, contact:**

Chris LaTurno, President & CEO, Junior Achievement of Dallas  
claturno@jadallas.org | JADallasBusinessHallOfFame.org