



27TH ANNUAL

FEBRUARY 22, 2025

SPONSORSHIP & MARKETING
OPPORTUNITIES



**Junior
Achievement**[™]
of Dallas



27TH ANNUAL

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

JADallasBusinessHallofFame.org



27TH ANNUAL

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 issue 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.



27TH ANNUAL

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
-----------------------	------------

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





27TH ANNUAL

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





27TH ANNUAL

MARKETING OPPORTUNITIES

BENEFITING JUNIOR ACHIEVEMENT OF DALLAS

MARKETING OPPORTUNITY

INVESTMENT

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 (1 sold; 1 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