Junior Achievement of Sacramento | SACRAMENTO BUSINESS JOURNAL | THINKDEV | 2026/2027

SACRAMENTO

18 UNDER 18

Junior Achievement of Sacramento

BOLD LEADERS. BRIGHTER COMMUNITIES.

PARTNERSHIP OPPORTUNITIES

18 Under 18 recognizes and celebrates 18 exceptional high school students in the Sacramento region who are making a difference in their schools, their communities and beyond. Partners put their name beside the region's next generation of leaders, in front of the region's business community.

LEADERSHIP | INNOVATION | SERVICE | IMPACT

TODAY'S YOUNG LEADERS.
TOMORROW'S STRONGER SACRAMENTO.

Partnership levels
$15,000 to $1,000

MORE THAN AN AWARD

THE HONOREE EXPERIENCE

Presented by Junior Achievement of Sacramento with the Sacramento Business Journal and ThinkDev, 18 Under 18 gives every honoree real training, real visibility and real connections with the leaders who shape our regional economy. Your partnership makes that possible.



8 TO 10 HOURS

LEADERSHIP TRAINING FROM THINKDEV

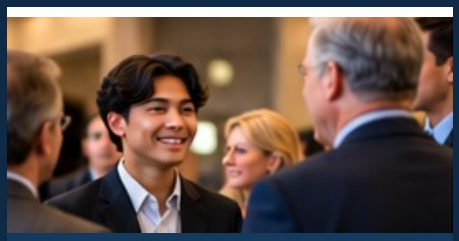
Hands on leadership training led by ThinkDev. Honorees gain practical skills, build confidence and connect with fellow changemakers from across the region.

SACRAMENTO BUSINESS JOURNAL

DOUBLE PAGE SPREAD

IN THE SPOTLIGHT

All 18 honorees are featured in the Sacramento Business Journal weekly edition, with a photo and short profile highlighting their accomplishments, passions and future goals.



50 TO 75 REGIONAL CEOS

INSIGHTS FROM NEW CEOS

An invitation only CEO reception, with networking coaching beforehand from SBJ Publisher Bryan Flaherty and the attendee list shared in advance.

WHERE SACRAMENTO BUSINESS READS

REACH AND ENGAGEMENT

100,000

GUARANTEED HEADLINE IMPRESSIONS

on the Sacramento Business Journal digital feature

SBJ PRINT SPREAD

Partner recognition in the double page honoree spread

SBJ LINKEDIN

Feature posted on the Sacramento Business Journal LinkedIn handle

EVERGREEN

Searchable and eligible for AI tools and large language models to surface

JA SACRAMENTO

Website, social media and email newsletter recognition

Because the digital feature stays live and searchable, partner recognition keeps working long after the print edition leaves the newsstand.

2026/2027 LEVELS AT A GLANCE

PARTNERSHIP OPPORTUNITIES

Six partnership levels from $15,000 to $1,000, each anchored by recognition in the Sacramento Business Journal.

BENEFIT	PRESENTING $15,000	LEADERSHIP $10,000	COMMUNITY $7,500	IMPACT $5,000	CLASS $2,500	REGIONAL $1,000
Integrated into the 18 Under 18 name and logo	✓					
Logo on branded jackets provided to honorees	✓					
SBJ double page print spread	Premier logo	Logo	Logo	Logo	Name	Name
SBJ digital feature (100,000 guaranteed impressions)	Premier logo	Logo	Name			
SBJ LinkedIn post	Tagged	Tagged				
JA Sacramento 18 Under 18 webpage, all year	Premier logo	Logo	Logo	Logo	Name	Name
Nomination application (print and digital)	Logo	Logo				
Press releases and program communications	Named	Named				
JA Sacramento social media	All program posts	Two posts	One post	Group thank you	Group thank you	
JA Sacramento email newsletter	All relevant issues	Mention	Mention			
Speak at a leadership session or Media Day	✓					
Special gift item to all 18 honorees	✓					
Provide an experience for honorees	✓	✓	✓			
Seat on the honoree interview committee	✓	✓				
First right of refusal for 2027/2028	✓					

Partner branding is offered through the SBJ spread, digital channels and honoree materials. The CEO reception is hosted separately and does not include partner branding.

TOP LEVEL PARTNERSHIP

PRESENTING PARTNER $15,000

The Presenting Partner of JA 18 Under 18 is integrated into the program name and logo in all digital and print media and materials, and travels with every honoree on their branded jacket.

NAME AND LOGO INTEGRATED INTO

- All relevant JA email newsletters
- Targeted email blasts
- Digital ads
- Social media posts
- Featured articles
- Blog posts
- Media appearances
- All program communications and press releases

LOGO PROMINENTLY FEATURED ON

- The JA 18 Under 18 webpage, with recognition all year
- The nomination application (print and digital)
- The header and footer of all program email blasts
- The JA 18 Under 18 awards given to honorees
- The branded jackets provided to all 18 honorees

HONOREE GIFT
Provide a special gift item to all 18 honorees

SPEAK TO HONOREES
At a leadership session or Media Day

INTERVIEW COMMITTEE
A seat on the honoree interview committee

FIRST RIGHT OF REFUSAL
For the 2027/2028 program

JA Sacramento will work with the Presenting Partner to customize the partnership around the company's brand.

ADDITIONAL LEVELS

LEADERSHIP PARTNER **$10,000**	Strong logo visibility in SBJ print and digital, plus a seat on the interview committee and the chance to host an experience for honorees.
COMMUNITY PARTNER **$7,500**	Logo in the SBJ print spread and on the JA Sacramento webpage, name in the SBJ digital feature, and the chance to host an experience for honorees.
IMPACT PARTNER **$5,000**	Logo in the SBJ print spread and on the JA Sacramento webpage all year.
CLASS PARTNER **$2,500**	Name recognition in the SBJ print spread and on the JA Sacramento webpage.
REGIONAL PARTNER **$1,000**	Name recognition in the SBJ print spread and on the JA Sacramento webpage. A meaningful way for small businesses and individuals to stand behind local students.

AT EVERY LEVEL

INVEST IN HONOREES BEYOND RECOGNITION

Partners at every level can add direct value for students, and JA Sacramento will work with you to build a partnership that fits your brand and goals.

UNIQUE EXPERIENCES

Host a site visit, behind the scenes tour or leadership conversation for the class.

PROFESSIONAL DEVELOPMENT

Offer job shadowing, internships or mentorship to honorees.

SCHOLARSHIPS

Fund a scholarship for one or more honorees as they head to college or career training.

YOUR NETWORK

Introduce honorees to colleagues and connections who can help them take their next step.

ABOUT JUNIOR ACHIEVEMENT OF SACRAMENTO

JA Sacramento serves a 20 county region with programs in financial literacy, entrepreneurship and work readiness, and 18 Under 18 is where that work shows up in the lives of individual students.

JOIN US

We would love to have you as a partner for the 2026/2027 class.

CHRIS MARSHALL

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TODAY'S YOUNG LEADERS. TOMORROW'S STRONGER SACRAMENTO.