



# NORTH AMERICAN

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## A C A D E M Y

## Sponsorship Prospectus

### Future Leader Development Experience

Resources for Senior Leaders and organizations to support and develop their future leaders and drive strong results

February 19-22, 2025 | New Orleans, Louisiana | [www.jciusa.org/naa](http://www.jciusa.org/naa)



# WELCOME

Are the leaders in your talent pipeline ready to tackle your biggest problems of today and tomorrow?

Invest in their development at the North American Academy while supporting impact in communities across the world.

In a time where organizations are having to rethink employee retention and loyalty, gain the edge by investing in your people so they can be prepared and excited about tackling the big problems of your company and community.

Not looking to send employees but interested in investing in the leaders who will lead the positive change in communities, businesses, and on the international stage? Your support is key in empowering the leaders of tomorrow and we'd love to work with you.

The JCI USA North American Academy is a premier leadership development program designed to empower your future leaders with skills vital for long-term organizational success. Over the course of four days, attendees are led through various leadership modules and given opportunities to apply their new skills to real-world challenges.

Your sponsorship goes beyond one weekend - the impact on leaders has ripple effects across the country and world. With expert-led workshops, networking opportunities, and hands-on experiences, attendees gain confidence, strategic insights and tangible tools, fostering innovation and leadership excellence.



## WHAT IS THE ACADEMY?

Academy attendees develop and apply their skills to become impactful and effective leaders by completing various modules throughout the week, which include (but aren't limited to):

- **Strategic Thinking** where attendees learn how to look at the bigger picture when leading teams and driving results.
- **Critical Problem Solving** where attendees learn skills to identify and address root causes of problems instead of symptoms.
- **Leadership Styles through Behavioral Elements** where attendees learn about their individual leadership style, using the same development structure as many Fortune 500 companies.
- **Mapping Habits** where attendees examine their own schedules and how they can most effectively leverage their time and unique skillsets to achieve results.



# WHY SPONSOR THE ACADEMY?

## CHANGE THE WORLD WITH US

87% of Academy attendees are involved with community involvement and impact. Support from sponsors allows the event to continue to be accessible to a larger audience, increasing equity and allowing a more diverse audience to attend. Supporting the Academy has many other benefits, as well:



### Invest in Community Leaders

A majority of attendees hold leadership roles in local nonprofits and other organizations and are able to bring the skills back home with them to drive even more impact.

### Empower Future Leaders

Leadership development is JCI's mission. Your support empowers the leaders that will be addressing our biggest challenges, both in their careers and in their communities.



### National and Global Impact

NAA attracts attendees from across the country and world, amplifying your impact and company presence. Tap into the national and global JCI network by supporting!

### Support Local Economies

NAA is designed to be an experience that gives attendees the opportunity to support and experience local culture. We promote and drive business to local businesses.





# WHY SEND EMPLOYEES?

## INVEST IN THE TRAJECTORY OF YOUR FUTURE LEADERS

Academy attendees learn to drive real results and impact through several different modules over the course of a 4-day event. While learning these skills, they also create a network of likeminded individuals across different industries and geographical locations, and your organization gets the benefits:

### Raise Performance



Academy attendees hone their leadership and problem-solving skills through a series of modules and walk away with more confidence to solve significant challenges.

### Retain Talent

Many Academy attendees have described the event as life changing; investing in your future leaders to attend sends a clear message that you care about their future.



### Foster Innovation



Academy attendees are exposed to viewpoints and ideas from outside of their normal circles and industry while going through modules about innovation.

### Build Stronger Teams

Academy attendees go through an intensive few days together. The experience creates bonds that have lasted years beyond the Academy dates.





# ACADEMY AUDIENCE SNAPSHOT

## Why do people attend?

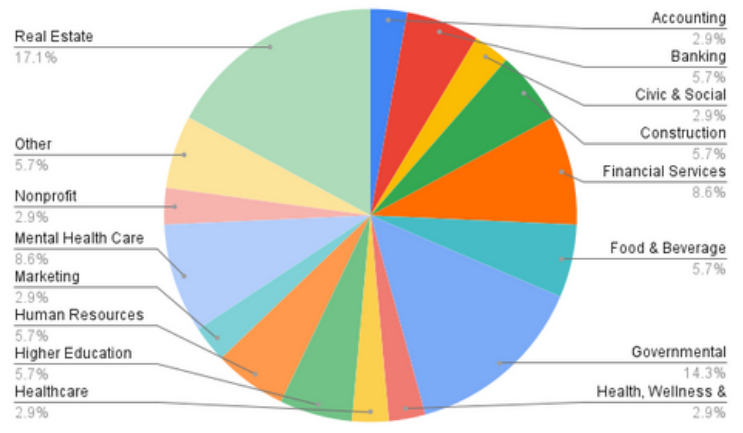
Many attendees indicate that they want to continue growing their leadership skills so they can move up in their current organization or start their own business:

- 60%** listed business and entrepreneurship as an a main interest
- 57%** listed growing their skills to get a promotion as a reason for attending
- 18%** listed starting their own business as a reason for attending

## Who attends the Academy?

The majority of attendees hold leadership roles in community organizations while also having careers across a diverse set of industries.

- Many attendees tend to be Coordinators, Managers, and Supervisors.
- There was also a smaller percentage of Executive level attendees who owned their businesses.



KEY AUDIENCE INSIGHT

- 96%** Would recommend attending NAA to a colleague
- 74%** Said their main reason for attending was leadership development
- 30** Average age of NAA attendees
- 29** Different communities represented at the 2023 Academy
- 8** Different countries represented at the 2023 Academy

**30,000+**  
Email campaign list size

**14,000+**  
Following size of Facebook & Instagram



# TESTIMONIALS

**We're proud to share the experiences of our amazing graduates!**



I am so fortunate that I was able to attend the JCI USA North American Academy (NAA) last week in New Orleans, Louisiana! I was able to learn and grow professionally and personally as a leader, employee, friend, family member, and human.

-McKenna Grennan, 2023 Graduate



There are no words to describe the feelings I have about my life-changing experience at the JCI USA North American Academy. I met some amazing people from all over the country and other parts of the world and I already can't wait to see them again. I'm looking forward to using what I've learned from the intense training sessions to be a better leader in JCI, take my career to the next level, and make improvements in my personal life.

-DeMarcus Evans, 2023 Graduate



The North American Academy was definitely a life-changing experience! I can't wait to use the knowledge I've learned in my everyday life and what I do in JCI. There were so many amazing people at the academy. I am grateful to have become friends with these great leaders that will make a positive impact in the world!

-Sarah Luha, 2023 Graduate



# SPONSORSHIP OPPORTUNITIES

Contributions fund a leadership development event that has impacted leaders across over 80 communities globally.

	DIAMOND 1 AVAILABLE	PLATINUM UNLIMITED	GOLD UNLIMITED	SILVER UNLIMITED
Face time with Academy Graduates: Special slot during post-Academy virtual session with graduates	X			
Logo Prominently Displayed on Posts/Promotions	X			
Pre or During Academy Email Blast: One time use of opt-in list to be sent by JCI USA	X			
Social Media Promotion of Sponsorship	X	X		
Email Promotion of Sponsorship	X	X	X	X
Prominent Branding Throughout Academy	X	X	X	X
Recognition During Opening & Closing Sessions	X	X	X	X
Free Academy Attendee Passes	15	10	6	2
<b>Sponsorship Investment</b>	<b>\$15,000</b>	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,000</b>



# SPONSORSHIP DELIVERABLES

## Academy Attendee Passes

NAA attendance passes come with:

- Four days of development, featuring 30+ hours of modules and group work
- Four nights of lodging (double occupancy)
- Over 30 hours of development sessions, activities, and content
- Networking with other young changemakers from across the United States and world
- Daily breakfast, Wednesday reception, lunch on Thursday and Friday
- Graduation ceremony and celebration

## Academy Passes

Complementary academy passes come with:

- Four nights of hotel (double rooms for double occupancy or triple occupancy for suites)
- Over 30 hours of development sessions, activities, and content
- Networking with other young changemakers from across the United States and world
- Daily breakfast, Wednesday reception, lunch on Thursday and Friday
- Graduation ceremony and celebration

## Email & Social Media Promotions

Benefits of promoting on our channels:

- Reach young leaders and change makers across the United States
- 30,000+ email distribution list
- 15,000+ likes and follows across Youtube, Instagram, and Facebook

## Face Time with Graduates

**Go deeper with the graduates of our Academy with a sponsor session:**

- Enjoy accessing the NAA graduate network with a virtual event following the Academy
- Leverage the session for market research, enrollment into programs, or just to empower the next generation of leaders!

## Event Branding & Promotions

**Showcase your brand during the event!**

- Signage available to be placed in training rooms of the Academy site
- Show your company's commitment to corporate social responsibility and empowering young leaders





# THANK YOU!

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