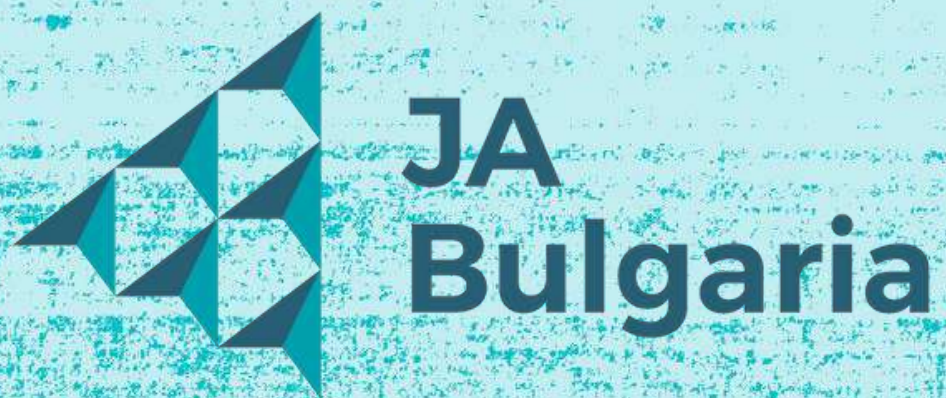




Member of
JA Worldwide

Manager for a Day



MANAGER FOR A DAY

2026 EDITION

Problem

13% drop out of secondary education

15% do not wish either to start working or to continue their education

46% of children and young people are functionally illiterate

Aged 16–24:

- 22% are not working or studying
- 67% have never worked
- 69% have little or no qualification



Solution

JA's Model

- Engaging
- Practically useful
- Long-term and progressive

EDUCATION



Participants



Bulgarian and international
companies



Institutions, regulators,
municipalities and mayors



Schools and universities from the
JA Bulgaria network



MANAGER FOR A DAY

Bulgaria's largest career guidance initiative,
where institutions, businesses and
organizations open their doors to future
leaders.

Since 2002
22,000+

students have taken part in “Manager for a Day”

In 2025

1,200+

high school students

120+

businesses and institutions

Much More Than a Day

You

Gain recognition as a youth-focused employer

Promote your corporate social responsibility

Share your experience and knowledge to help develop the next generation of leaders in the labour market



Young People

- ✓ Exchange experience and knowledge
- ✓ Share best practices
- ✓ Are inspired by career choices
- ✓ Learn about your company
- ✓ Work on a real business challenge set by you
- ✓ Receive a certificate of participation

MANAGER FOR A DAY 2026

GUIDELINES

**Step 1: Company registration
deadline**

by 15 September 2026

Step 2: Position posting deadline

by 25 September 2026

**Step 3: Candidate review and
selection**

by 16 October 2026

Step 4: Event day

22 October 2026

HOW TO GET INVOLVED

BRONZE – FOR MUNICIPALITIES AND MUNICIPAL ENTERPRISES

This is the recommended package for your municipality to participate.

- Submit up to 3 positions (up to 3 participants) for your municipality on the “Manager for a Day” platform
- Your logo will be featured on our website and on the “Manager for a Day” social media channels**
- You support the maintenance of the application platform and the development of young talent in the labour market

HOW TO GET INVOLVED

BRONZE – LEVEL 1

This is the entry-level package for your company to participate.

- Submit up to 3 positions (up to 3 participants) for your company on the “Manager for a Day” platform
- Your logo will be featured on our website and on the “Manager for a Day” social media channels**
- You support the maintenance of the application platform and the development of young talent in the labour market

SILVER – LEVEL 2

- ▶ **10 positions (up to 10 participants) on the “Manager for a Day” platform**
- ▶ **Priority placement of your positions on the “Manager for a Day” platform for greater visibility**
- ▶ **3x promotions of your business and/or available positions on our social media channels**
- ▶ **Video reel featuring the participants hosted by your organization, filmed and edited by our team**
- ▶ **Participation in the annual “Youth Employer of the Year” 2026 competition – the award will be presented at the closing ceremony**
- ▶ You support the maintenance of the application platform and the development of young talent in the labour market

GOLD

(includes everything in the Silver package)

- ▲ Unlimited positions on the “Manager for a Day” platform
- ▲ Promotional materials featured at the final closing ceremony.
- ▲ **Participation in the annual “Youth Employer of the Year” 2026 competition – the award will be presented at the closing ceremony**
- ▲ Opportunity to give a special award for the best performance by your participant on the workday
- ▲ **Media feature with our media partner, giving you the opportunity to present your company**
- ▲ Expand your internship recruitment opportunities through our networks over the following 6 months

PACKAGES

All participants are welcome at the closing ceremony!

Bronze

For municipalities

- ✓ Up to 3 positions
Your logo as a partner

***EUR 100**

For companies

- ✓ Up to 3 positions
Your logo as a partner
- ✓ 1 promotional feature on our channels

***EUR 350**

Silver

- ✓ 10 positions
- ✓ Position promotion
- ✓ 3 x promotions on our official channels
- ✓ Video featuring the event participants
- ✓ Entry for the “Youth Employer of the Year” 2026 award

***EUR 2,000**

Gold

- ✓ Everything in the Silver package
- ✓ Unlimited positions and participants
- ✓ Marketing promotion at the closing ceremony
- ✓ Give a participant a special award
- ✓ Feature with our media partner
- ✓ Develop internship programmes through our network
- ✓ Partner with us for the following 6 months

***EUR 5,000**

***Prices excl. VAT**

MEDIA COVERAGE

Manager for a Day



BE PART OF OUR MISSION



CONTACTS



+359 885 362 233



silvi.paskov@jabulgaria.org

Silvi Paskov
Manager, Business Development

Let's stay connected

