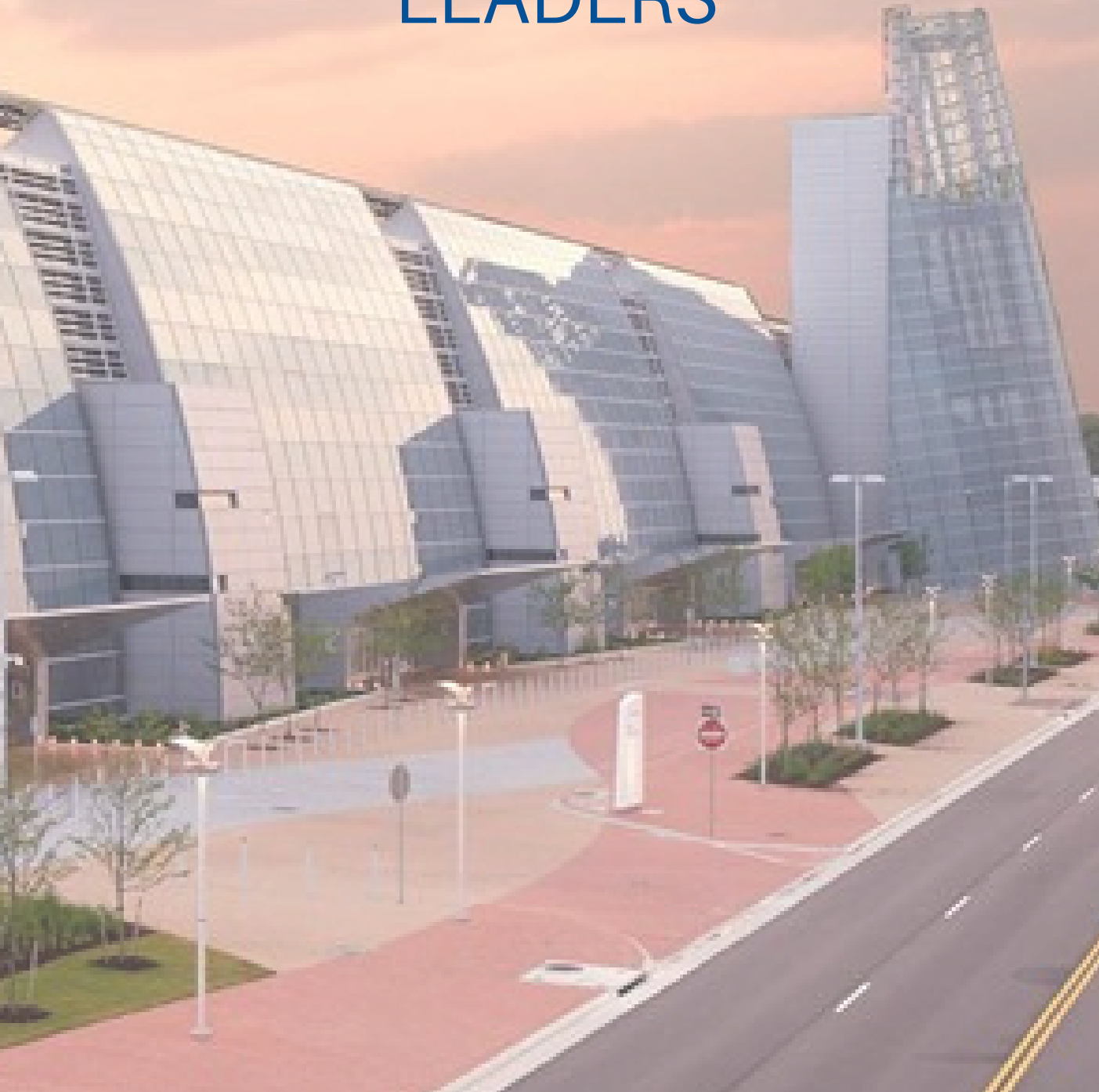


JOIN US...

**IN SUPPORTING AND
DEVELOPING TOMORROW'S
LEADERS**



Partnership Opportunities



WHY DECA?

Our Mission

DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

Our Guiding Principles

DECA's Comprehensive Learning Program

- Integrates into Classroom Instruction
- Applies Learning
- Connects to Business
- Promotes Competition

DECA Prepares the Next Generation to be

- Academically Prepared
- Community Oriented
- Professionally Responsible
- Experienced Leaders

VA DECA

As a co-curricular student organization, DECA's Comprehensive Learning Program provides the foundation for rigorous, innovative, and engaging ways for our students to challenge themselves in their marketing course work by operating their school based enterprises; conducting, evaluating, and presenting innovative research projects for future or existing businesses; and seeking opportunities to become community-involved, while learning the value of giving back.



"DECA has given me the confidence to walk into a room filled with strangers and not be afraid to introduce myself to any of them. Not only have I been able to gain confidence, but DECA has given me a reason to want to continue learning and expanding my horizons as an emerging leader."
Camryn



"While being a DECA member, I've been able to further my knowledge and experiences through competitions and leadership roles. These experiences have ensured success in my future career and have helped me become the leader I am today."
Anika



"DECA's competitive events have provided me with an unparalleled hands-on experience where I have been able to learn more about who I am and where I can excel in the workplace."
Troy

WHY PARTNER?

- For more than 75 years, Virginia DECA has impacted the lives of countless students, educators, school administrators, and business professionals.
- We are pleased to extend this invitation to your organization as an opportunity to achieve your corporate and social responsibility goals while helping us provide Virginia's marketing students access to the DECA experience.

ENROLL

top students to your college or university

RECRUIT

trained employees for your company

PROMOTE

your products and/or services

ENGAGE

your associates in Corporate Social Responsibility

JOIN THOUSANDS OF VIRGINIA'S FINEST STUDENTS AND TEACHERS FOR A WEEKEND PACKED WITH LEADERSHIP DEVELOPMENT, COLLEGE PREPARATION, CAREER EXPLORATION, AND PROFESSIONAL DEVELOPMENT.

March 1 - 3, 2024

Virginia Beach Convention Center

This dynamic conference provides several participation options for your brand:

- Employee Engagement & Volunteerism
- College & Career Exhibits (Leadership Village)
- Conference Materials & Giveaways
- Dynamic, Multi-Media General Sessions
- Competitive Event Sponsorship
- Student Membership Sponsorship

13,000+ Members **Association Profile** **200** Chapters

97% VA DECA members that report they gained skills to improve personal and professional behavior

96% VA DECA members report that they gained skills in problem-solving

89% VA DECA members report that DECA experiences connected school to the real world for them

87% VA DECA members report that participation in DECA prepared them academically for college and a career

Diamond Package - \$3,000

- 2-day Exhibitor booth
- Competitive event sponsorship with signage at event
- Sponsor logo on website, conference screens, and on app
- Conference materials insert, provided by sponsor
- On-stage recognition at Grand Awards Session II
- 2 lunch tickets, Friday and Saturday
- 1 night lodging for 2 people
- Professional dues for 10 people

Commonwealth Package- \$2,000

- 2-day Exhibitor booth
- Competitive event sponsorship with signage at event
- Sponsor logo on website, conference screens, and on app
- Conference materials insert, provided by sponsor
- On-stage recognition at Grand Awards Session II
- 1 lunch ticket, Friday and Saturday
- 1 night lodging for 1 person
- Professional dues for 5 people

Competitive Event Package- \$1000

- 2-day Exhibitor booth
- Competitive event sponsorship with signage at event
- Sponsor logo on website, conference screens, and in program
- On-stage recognition at Grand Awards Session II
- 1 lunch ticket, Friday and Saturday
- Professional dues for 1 person

Associate Package- \$500

- 2-day Exhibitor booth
- Sponsor logo on website, conference screens, and on app
- 1 lunch ticket, Friday and Saturday
- Professional dues for 1 person

Conference Materials - Cost varies, see page 4

- Judge/Advisor Tote Bags
- Judge/Advisor Gifts
- Student conference favors

Student Membership Scholarships - \$100 (sponsor 6 student members)

We have students who are unable to participate due to financial constraints - HELP US HELP THEM!

Virginia DECA is committed to helping students afford our state/national dues making them eligible to participate in the State Leadership Conference. If you would like to partner with VA DECA to provide membership dues for our most deserving students/chapters this option is ideal for your organization.

Add membership donation to any of the above packages or as a stand-alone donation!

Additional Opportunities to Support VA DECA

- State Competitive Event Judge
 - Details can be found at www.vadeca.org
- Scholarship Sponsor
 - Information about the VA DECA Foundation can be found at <https://www.vadecafoundation.org/>



Application and Contract

<https://www.cognitoforms.com/VADECA1/VADECASponsorshipRegistrationAndInvoice2024>

CONTACT INFORMATION

Contact Name _____ Organization _____

Address _____ Email _____

Phone _____

SPONSORSHIP PACKAGE

- Diamond - \$3,000
- Commonwealth - \$2,000
- Competitive Event - \$1000
- Associate - \$500

Describe any giveaways, promotions, or contests to be conducted as part of the exhibit.

CONFERENCE MATERIALS

- Advisor Tote (300 est.) - \$400-\$500 approx.
- Judge Tote (300 est.) - \$300-\$400 approx.
- Advisor Gift (300 est.) - \$1000-\$3000 approx.
- Judge Gift (300 est.) - \$1000-\$3000 approx.
- Advisor Insert (300 est.) - \$300
- Participant Insert (4200 est.) - \$1000

NOTE: Virginia DECA cannot accept any items for exhibit or promotion that include liquor, beer, tobacco, or firearms.

Virginia DECA reserves the right to accept or deny all exhibit requests.

Student Membership

- Scholarships for 6 student memberships - \$100
- Multiple scholarship packages. We would like to provide _____ Student Membership scholarship packages for a total of \$ _____

IMPORTANT DEADLINES

Feb. 9, 2024 Contract and Logo/Artwork Submitted - to guarantee placement on all printed, custom, or digital items

Feb. 16, 2024 Contract and Logo/Artwork Submitted - to guarantee placement on all digital items with printed or custom items where possible to meet print deadlines

Feb. 23, 2024 Payment Due in Full

AGREEMENT & PAYMENT TERM

Checks or Money Order must be made payable to **Treasurer of Virginia Tech with DECA noted in the memo line** AND Mailed to:

VCE-DECA

115 Hutcheson Hall (0908)

250 Drillfield Drive Blacksburg, VA 24061

I have read and understand the detailed Agreement Terms outlined on page 5.

Signature

Date

Agreement Terms and Payment Details

PURPOSE

This conference is conducted for educational and informational purposes. Sales activities are not permitted by exhibitors. Exhibitors are encouraged to explain, show, or demonstrate products or services where appropriate for your organization/business.

BRANDED LOGO & ARTWORK

All logo or artwork to be submitted to the Director of Corporate Sponsorships for use on website, print/digital media, or custom items must be submitted by Feb. 16 to be guaranteed inclusion in conference materials. Images should be a 300-dpi minimum. Transparent backgrounds are preferable (but not required).

EXHIBIT EQUIPMENT

Virginia DECA will provide a 6-foot draped table and 2 chairs. The fee DOES NOT INCLUDE labor, shipping charges, special lighting, Internet connections, or electrical connections. The exhibit space will be in the Leadership Village, 2nd Floor. Exhibitors will be notified by VA DECA if the location changes.

The use of devices for mechanical reproduction of sound is prohibited. Sound of any kind must not be projected outside the booth. Motion pictures, slide demonstrations, fashion shows, Karaoke, etc. are subject to prior approval by Virginia DECA.

SET UP AND REMOVAL OF EXHIBITS

Exhibitors may begin setup at 9:00AM on Friday March 1, 2024 and should be prepared for exhibits to open by 11:00AM. Should additional time be needed, contact VA DECA. Exhibits are to remain open until 2:00PM on Saturday, March 2, 2024 and removed by 3:00PM.

SECURITY

Virginia DECA will NOT provide security during the hours the exhibit area is closed. The exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage. Virginia DECA will work with convention center staff to lock the exhibit area at the close of the exhibit times.

BADGES

Exhibitors will be provided with badges to permit entry to the exhibit area. You must advise us of attending personnel by February 23, 2024, so that badges can be prepared in advance.

All exhibitors must register and pick up their conference packets at the Information Booth in the Convention Center lobby on-site.



VIRGINIA

DECA

Virginia DECA Chartered Association Advisor

Ryan Witzig

(757) 348-7103

stateadvisor@vadeca.org

