

2023 FALL LEADERSHIP CONFERENCE

# PARTNERSHIP OPPORTUNITIES

NOVEMBER 5-7, 2023 | HYATT REGENCY, BELLEVUE, WA

[WWW.WADECA.ORG/PARTNER](http://WWW.WADECA.ORG/PARTNER)







## WASHINGTON DECA

Washington DECA's vision is to prepare innovative leaders and entrepreneurs who a positive social and global impact. By providing a supportive network, mentorship opportunities, and industry partnerships, DECA helps students develop a strong foundation for success in their future colleges and careers.

With a legacy spanning over 75 years, Washington DECA has continued to grow stronger, thanks to the unwavering support of our partners. They recognize the inherent value in investing their time, resources, and charitable contributions to advance our mission and vision. DECA offers students opportunities to develop leadership skills, compete in business-related events, participate in community service projects, and engage in networking activities. DECA's comprehensive learning program equips students with essential skills such as critical thinking, problem-solving, teamwork, communication, and professional ethics. Through a combination of classroom instruction, real-world simulations, and experiential learning, DECA members acquire practical business knowledge and skills that are highly valued in today's professional landscape.

## WASHINGTON DECA BY THE NUMBERS

**13,000** PROFESSIONAL, ALUMNI,  
AND STUDENT MEMBERS



CHAPTERS ACROSS OUR STATE

**\$132,000** 

SCHOLARSHIPS PROVIDED TO  
MEMBERS



COMMUNITY  
OUTREACH  
PROJECTS CONDUCTED  
STATEWIDE

**3RD LARGEST** DECA ASSOCIATION  
IN THE  WORLD





# WHAT IS THE FALL LEADERSHIP EXPERIENCE?

The Fall Leadership Conference (FLC) serves as a transformative experience for nearly 2000 DECA members, empowering them to cultivate their leadership abilities, competition skills, educational goals, and career aspirations. This three-day conference provides a dynamic platform for DECA members and advisors to engage in a variety of workshops focused on marketing, finance, entrepreneurship, professional development, and other business-related topics. The conference also hosts a vibrant marketing fair with over 40 vendors, creating opportunities for networking and discovering innovative products and services.

FLC goes beyond traditional learning experiences by encouraging students to showcase their entrepreneurial projects for potential future businesses. It serves as a testing ground for their ideas, allowing them to receive feedback, refine their concepts, and gain valuable insights from industry professionals. Furthermore, FLC sharpens students' competition skills through mock competitions and mock job interviews, providing a simulated yet challenging learning environment.

## WHY PARTNER WITH US FOR THE FALL LEADERSHIP CONFERENCE?



**Access to Future Business Leaders for Talent Recruitment:** The Fall Leadership Conference attracts a diverse group of high achieving students who are passionate about business and leadership. You can engage with students, showcase your industry expertise, and potentially identify future employees or interns while showcasing your organization's values, culture, and career opportunities.



**Brand Exposure and Networking:** The Fall Leadership Conference engages a significant number of attendees, including students, educators, and industry professionals who are influential stakeholders in the field of business. Build relationships with potential clients, partners, and mentors that can lead to collaborations, business referrals, and industry insights.



**Thought Leadership and Expertise:** Businesses that sponsor the Fall Leadership Conference can position themselves as thought leaders and experts in their respective industries as a trusted resource and authority in the eyes of the students and educators. Through workshop presentations, panel discussions, or keynote speeches, sponsors can share their knowledge, insights, and best practices with attendees.



**Corporate Social Responsibility:** Sponsoring the Fall Leadership Conference demonstrates a commitment to supporting education and investing in the development of future leaders, contributing to their future personal and professional growth.





# PARTNERSHIP PACKAGES

## PRESENTING SPONSOR - \$5,000

By embracing the role of a presenting sponsor, your organization establishes itself as a prominent advocate for student leadership and entrepreneurship. Your invaluable partnership will receive extensive recognition through diverse channels, encompassing social media platforms, the conference program, the FLC website, and all printed materials. This wide-ranging exposure will elevate your brand's visibility and influence, allowing you to make a lasting impression on the conference attendees and the broader Washington DECA community.

- Logo displayed on stage screen during conference general sessions
- Exhibitor booth (1)
- On-stage recognition and welcome during Opening Session
- Full-page color ad in the conference program
- Conference partner recognition on social media channels, conference program, FLC website and all printed collateral

### Additional sponsorship add-ons

- Student virtual Goosechase challenge linking to partner's choice of website (1) - \$350
- Social media post published during conference with acknowledgement of partner's logo (~3,500-4,000 organic impressions) - \$500
- Linktree video background - \$350



## WORKSHOP TRACK SPONSOR - \$3,000

The Fall Leadership Conference becomes a platform for DECA students to engage in a diverse range of workshops tailored to their individual interests. These workshop tracks include Finance, Entrepreneurship, Personal and Professional Development, and Competition. By sponsoring a workshop track, you empower DECA students to explore their passions, expand their horizons, and develop the necessary competencies to thrive in the dynamic world of business and leadership.

- Logo displayed on signage and at workshops
- Opportunity to provide marketing collateral
- Quarter-page color ad in the conference program
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and FLC website



# PARTNERSHIP PACKAGES

## JUDGE RECEPTION SPONSOR - \$3,000

As the Judge Reception Sponsor, you play an important role in facilitating a networking opportunity for esteemed business and community leaders who have generously volunteer time to judge during mock competition and interviews. The reception serves as a platform for our dedicated volunteers to receive training as judges, enjoy a light breakfast and engage in meaningful networking. By sponsoring the Judge Reception, you create an environment that fosters collaboration, learning, and community involvement, further reinforcing the importance of the contributions to the DECA program.

- Recognition and welcome remarks at the start of the reception
- Exhibitor booth (1)
- Half-page color ad in the conference program
- Logo displayed on printed reception marketing collateral
- Logo on judge gift
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and FLC website



## ADVISOR RECEPTION SPONSOR - \$3,000

As the Advisor Reception sponsor, you play a crucial role in honoring and celebrating the dedicated teachers who work with students daily, making the DECA experience possible. This special event provides an opportunity for DECA Advisors to come together, learn about new resources and opportunities for the year.

- Recognition and welcome remarks at the start of the reception
- Exhibitor booth (1)
- Half-page color ad in the conference program
- Logo displayed on printed reception marketing collateral
- Logo on advisor gift
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and FLC website



# PARTNERSHIP PACKAGES

## ALUMNI RECEPTION SPONSOR - \$2,000

Your sponsorship provides a platform to recognize and highlight the achievements of DECA alumni, while also shedding light on the future strategies of Washington DECA. The reception is designed in a networking style, allowing alumni to connect, share experiences, and forge valuable connections.

- Recognition and welcome remarks at the start of the reception
- Exploration Expo exhibitor booth (1)
- Half-page color ad in the conference program
- Logo displayed on printed reception marketing collateral
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and FLC website



## CHAPTER LEADERSHIP ACADEMY SPONSOR - \$1,500

This Academy sponsorship provides chapter officers from across the state with essential leadership skills that will guide them in their leadership roles, empowering them to make a positive impact within their chapters and communities. Your sponsorship ensures that the Chapter Leadership Academy remains a transformative experience, fostering the leadership potential of DECA's future leaders.

- Recognition and welcome remarks at the start of the academy
- Logo displayed on academy marketing collateral
- Exploration Expo exhibitor booth (1)
- Half-page color ad in the conference program
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and FLC website



# PARTNERSHIP OPPORTUNITIES

## EXHIBITOR FAIR - MONDAY, NOVEMBER 6

Welcome to the Exploration Expo! Join us at this highly anticipated event and promote your organization or company while providing valuable resources for students and teachers. By securing your spot at the Exploration Expo, you'll gain access to a diverse audience of motivated students and advisors who are eager to explore new opportunities, learn from industry experts, and discover resources to enhance their educational and career journeys.

Your participation includes one table booth measuring 8x8 feet, allowing you to create an engaging and visually appealing display for attendees to interact with. This booth serves as your platform to showcase your brand, products, and services, and engage in meaningful conversations with DECA members and educators.

In addition to the exhibition space, as a valued vendor, you will receive recognition through various channels. Your brand will be highlighted on our social media platforms, conference program, and the FLC website, ensuring maximum visibility among our attendees and the broader DECA community.

To take advantage of our Early Bird Price, secure your spot by September 15 for only \$500. After September 15, the regular price of \$600 will apply.




## PROGRAM ADVERTISEMENTS

Maximize your brand's exposure by advertising in the official conference program distributed to all attendees, vendors, and volunteers! Your advertisement will reach a broad audience, leaving a lasting impression. The program is accessible both in print and electronically on the conference website, guaranteeing extensive visibility. Secure your ad space now to enhance your brand's recognition and foster meaningful engagement with the vibrant DECA community. Don't miss out on this opportunity! Contact us today to reserve your spot in the program and take your brand to new heights.

- Front Page Inside Cover: \$1,000
- Back Page Inside Cover: \$1,000
- Full Page Ad: \$500
- 1/2 Page : \$300
- 1/4 Page : \$175







OUR STUDENT MEMBERS LEVERAGE THEIR  
**DECA EXPERIENCE**  
TO BE **ACADEMICALLY**  
**PREPARED**  
COMMUNITY ORIENTED  
PROFESSIONALLY RESPONSIBLE  
**EXPERIENCED**  
**LEADERS**

[SUBMIT A SPONSOR REQUEST](#)