



2024 STATE CAREER DEVELOPMENT CONFERENCE

PARTNERSHIP OPPORTUNITIES

FEBRUARY 29 - MARCH 2, 2024 | MEYDENBAUER CENTER, BELLEVUE

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

\$132,000 💰

SCHOLARSHIPS PROVIDED TO
MEMBERS

175

CHAPTERS ACROSS OUR STATE

3RD LARGEST

DECA ASSOCIATION
IN THE WORLD 🌍

COMMUNITY
OUTREACH
PROJECTS CONDUCTED
STATEWIDE

220



WHAT IS THE STATE CAREER DEVELOPMENT CONFERENCE?

The State Career Development Conference (SCDC) is among the most exhilarating and fulfilling events DECA has to offer! Throughout the conference, numerous industry experts and dedicated DECA volunteers come together to evaluate the skills of thousands of DECA students in various competitive segments. Our emerging leaders are put to the test with an examination and present their knowledge in multiple rounds. Those who shine the brightest earn their spot to represent us at the International Career Development Conference.

WHY PARTNER WITH US FOR THE STATE CONFERENCE?



Access to Future Business Leaders for Talent Recruitment:

The State 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 State 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 State 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 State 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 - \$7,500

As a presenting sponsor, your organization takes a leading role in championing the future of student leadership and business innovation. Your generous support will be prominently acknowledged across various platforms—including social media, our conference program, the SCDC website, and all our printed resources. This multifaceted visibility not only amplifies your brand's reach but also leaves a lasting impact on conference participants and the extended Washington DECA community.

- Logo displayed on stage screen during conference general sessions
- On-stage recognition and welcome during conference general sessions
- Full-page color ad in conference program
- Conference presenting sponsor recognition on SCDC website, social media channels, conference program and printed collateral

Additional sponsorship add-ons

- Social media post published during conference with acknowledgement of partner's logo (~4,000 organic impressions) - \$500
- Linktree video background - \$350



JUDGE RECEPTION SPONSOR - \$5,000

As the sponsor of the Judge Reception, you become a key catalyst for a meaningful networking event tailored for respected leaders from the business and local communities, all of whom have graciously volunteered their time for judging. This reception is our way of expressing heartfelt gratitude to our committed volunteers. While enjoying appetizers and refreshments, attendees also partake in enriching networking opportunities. By backing this reception, you're setting the stage for meaningful interactions that encourage collaboration, mutual learning, and community engagement, thereby amplifying the significance of each contribution made to the DECA program.

- Recognition and welcome remarks at the start of the reception
- Logo displayed on reception marketing collateral
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and SCDC website

PARTNERSHIP PACKAGES

SCHOOL-BASED ENTERPRISE ACADEMY SPONSOR - \$2,500

Take advantage of the exceptional opportunity to become the sponsor of our School-Based Enterprise Academy. This exclusive workshop features top-performing DECA chapters imparting their tried-and-true tips and methods. As our esteemed sponsor, your brand will become synonymous with the apex of student-driven enterprise excellence in the area.

- Recognition and welcome remarks at the start of the academy
- Logo displayed on academy marketing collateral
- Opportunity to provide a 1-page handout in the conference registration packet
- Video ad opportunity on our Linktree for one day during conference
- Conference partner recognition on social media channels
- Conference partner recognition in conference program and SCDC website

SCDC COMPETITIVE EVENT SPONSOR - \$1,500 PER EVENT

Our State Conference features a diverse array of more than 50 competitive events, spanning subjects like marketing, entrepreneurship, project management, business operations, and personal finance, among others. Become a sponsor for one—or multiple—of these dynamic events to position your brand at the forefront of emerging talent in the business world.

- Logo displayed on stage screen during award session
- Sponsor VIP guest at Award Session to present ICDC qualifiers
- Conference partner recognition on social media channels, conference program and SCDC website

SCDC VENDOR BOOTH SPONSOR (LIMIT 8) - \$1,000

Be part of this much-anticipated gathering to elevate your brand while offering essential resources to both students and educators. By reserving your spot, you'll tap into a diverse and eager audience of students and advisors who are actively looking for new avenues to learn, engage with industry professionals, and find resources that can enrich their academic and career paths.

Your participation entitles you to an 8x8-foot booth space, perfect for crafting an inviting and visually compelling setup that encourages attendee interaction. Use this space as your stage to spotlight your brand, showcase your offerings, and engage in substantive dialogue with the DECA community. As an esteemed exhibitor, you'll also enjoy added brand exposure through multiple avenues. Your organization will be prominently featured across our social media channels, within our conference program, and on the SCDC website—ensuring you make a lasting impression on attendees and the extended DECA network.

Event Date: March 1, 2024 (Friday)



PARTNERSHIP OPPORTUNITIES

CONFERENCE T-SHIRT SPONSOR - \$5,000



Seize the unique chance to be the sole T-Shirt Sponsor for our State Career Development Conference. This is a prime opportunity to intertwine your brand with an esteemed organization dedicated to nurturing tomorrow's business maven, innovators, and marketing professionals. Your logo will take center stage on our official conference T-shirts, donned by participants, volunteers, and coordinators alike. This not only amplifies your brand's visibility throughout the event but also resonates with the mission and vision of Washington DECA.

- Logo on official conference t-shirt
- Recognition on social media channels
- Logo in conference program and SCDC website




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](#)