



State Career Development Conference 2018

Thank you for considering to support Wisconsin DECA!

WHO is Wisconsin DECA?

Wisconsin DECA prepares our emerging leaders and entrepreneurs in marketing, finance, hospitality and management in over 100 high schools throughout the state. Wisconsin DECA is the 5th largest Association in the world with over 11,000 members.

DECA enhances the preparation for college and careers by providing co-curricular programs that integrate into classroom instruction, applying learning in the context of business, connecting to business and the community and promoting competition. Our student members leverage their DECA experience to become academically prepared, community oriented, professionally responsible, experienced leaders.

WHAT is the State Career Development Conference?

Wisconsin DECA will host the State Career Development Conference on March 5-7, 2018 at the Grand Geneva Resort in Lake Geneva, WI. The expected attendance is 1,250-1,350 DECA members from all over the state of Wisconsin. Students can choose between 48 different events focused around marketing, finance, hospitality, entrepreneurship, and management. DECA members prepare all year and competed at District events to attend and compete at the State Conference. The top performers from this conference move on to the International Career Development Conference for DECA, INC. in Atlanta, GA.

On the next page you will find 4 examples of sponsorship packages.

The sponsorship packages on the next page are examples of the benefits Wisconsin DECA can offer your business. **Please note, we would love to work with you to customize a sponsorship package that will create the best possible partnership between your business and Wisconsin DECA.**

Your sponsorship money will directly benefit Wisconsin DECA members. You can tell Wisconsin DECA what you would like us to do with you money. A few options are: post-secondary scholarships, travel scholarships to the National Conference, and/or offset the cost of the conference to reduce registration cost for students. Rest assured that your contribution will be allocated to the students. Supporting Wisconsin DECA is an amazing way to demonstrate your belief in students well on their way to achieving career-focused goals.

For more information on partnering with Wisconsin DECA, please do not hesitate to contact me directly.

Sincerely,

A handwritten signature in black ink that reads "Terri Mackey".

Terri Mackey

WI DECA Center Executive Director

Email: widecacenterdirector@gmail.com

Phone: 414.779.6145

*A percentage of all sponsorships will be used to cover Administration Expenses.

*Wisconsin DECA is a registered non-profit 501 (c) 3 educational association. Financial support for Wisconsin DECA is a tax-deductible contribution.



Leader - \$5,000

- ◇ **Exhibit Booth**
 - Available for both days of the Conference: Monday, March 5th and Tuesday, March 6th.
 - WI DECA provides incentives to students to ensure they stop by to talk to your representatives
- ◇ **Year round communication (up to 6) with 100+ DECA Advisors throughout the year**
 - This is a great opportunity to connect with DECA Advisors and setup time to speak with their chapters.
 - All communication will be sent out via Terri Mackey, WI DECA Center Executive Director. Advisor contact information will not be provided.
- ◇ **Presentation to 100+ Advisors on the state conference**
 - Our advisors are actively chaperoning their students during this conference. Therefore, we have to limit this presentation to 5 minutes.
- ◇ **Sponsor Competitive Events**
 - Your business will be the exclusive sponsor of 5 of our competitive events.
 - Your business logo will be placed on signage outside of each of these events.
- ◇ **Logo on Conference T-Shirts**
 - Logo placed proximately on all 1,350-1,450 conference t-shirts
- ◇ **Logo placed on www.wideca.org website year round**
 - Click on the logo and you will be directed to your website
- ◇ **Logo displayed on screens prior to opening and closing sessions at the State Conference**
- ◇ **Social Media Shout-Outs**
 - Up to 8 social media advertisements placed on all of WI DECA's social media platforms (over 7,200 followers) throughout the school year.
- ◇ **WI DECA will distribute promotional materials for your business to every conference attendee**

Entrepreneur - \$2,500

- ◇ **Exhibit Booth**
 - Available for both days of the Conference: Monday, March 5th and Tuesday, March 6th.
 - WI DECA provides incentives to students to ensure they stop by to talk to your representatives
- ◇ **Year round communication (up to 4) with 100+ DECA Advisors throughout the year**
 - This is a great opportunity to connect with DECA Advisors and setup time to speak with their chapters.
 - All communication will be sent out via Terri Mackey, WI DECA Center Executive Director. Advisor contact information will not be provided.
- ◇ **Presentation to 100+ Advisors on the state conference**
 - Our advisors are actively chaperoning their students during this conference. Therefore, we have to limit this presentation to 5 minutes.
- ◇ **Logo placed on www.wideca.org website year round**
 - Click on the logo and you will be directed to your website
- ◇ **Logo displayed on screens prior to opening and closing sessions at the State Conference**
- ◇ **Social Media Shout-Outs**
 - Up to 6 social media advertisements placed on all of WI DECA's social media platforms (over 7,200 followers) throughout the school year.
- ◇ **WI DECA will distribute promotional materials for your business to every conference attendee**



Investor- \$1,000

- ◇ **Exhibit Booth – 1 Day**
 - Tuesday, March 6th from 9:00am – 5:00pm
 - WI DECA provides incentives to students to ensure they stop by to talk to your representatives
- ◇ **Year round communication (up to 2) with 100+ DECA Advisors throughout the year**
 - This is a great opportunity to connect with DECA Advisors and setup time to speak with their chapters.
 - All communication will be sent out via Terri Mackey, WI DECA Center Executive Director. Advisor contact information will not be provided.
- ◇ **Logo placed on www.wideca.org website year round**
 - Click on the logo and you will be directed to your website
- ◇ **Logo displayed on screens prior to opening and closing sessions at the State Conference**
- ◇ **Social Media Shout-Outs**
 - Up to 4 social media advertisements placed on all of WI DECA's social media platforms (over 7,200 followers) throughout the school year.
- ◇ **WI DECA will distribute promotional materials for your business to every conference attendee**

Emerging Partner - \$275

- ◇ **Exhibit Booth**
 - Available for one day of the Conference: Tuesday, March 6th.
 - WI DECA provides incentives to students to ensure they stop by to talk to your representatives
- ◇ **Logo placed on www.wideca.org website year round**
 - Click on the logo and you will be directed to your website
- ◇ **Logo displayed on screens prior to opening and closing sessions at the State Conference**