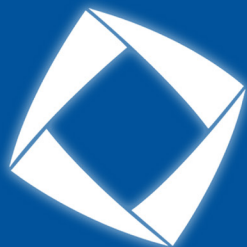


MENTOR. SUPPORT. INSPIRE. PARTNER.

WASHINGTON DECA SPONSORSHIP PACKAGES

LEARN MORE AT
WADECA.ORG/CONFERENCES



WASHINGTON
DECA™



SPONSORSHIP OPPORTUNITIES



WHY PARTNER? As the largest Career and Technical Student Organization in Washington State, we are committed to providing access to the DECA experience.



**WE ARE STRATEGICALLY
IMPLEMENTING OUR MISSION BY:**

- 1 STRENGTHENING OUR FINANCIAL FOUNDATION FOR LONG-TERM SUCCESS**
- 2 OPTIMIZING STAKEHOLDER RELATIONSHIPS**
- 3 INCREASING BRAND AWARENESS,**
- AND 4 EXPANDING ACCESS TO THE DECA EXPERIENCE**



We offer a diverse selection of volunteer opportunities including event and conference support, advertisement and branding incentives, or customized packages based on each partner's needs.

For over 73 years, Washington DECA has grown stronger as our partners recognize the value in their time, resources, and charitable investments.

We are pleased to extend this invitation to your organization as the impact it will have on our 12,000 members will help advance our mission of providing Washington students access to the DECA experience.

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



"Washington DECA provided me with the knowledge, leadership, and confidence necessary to succeed. Being a member was the most fulfilling part of my high school experience. I am excited for the rewarding impact it will have on others."

- Alfonso Godinez, Lakes High School



We are on a mission to provide business and **leadership opportunities to high school students to succeed in school, careers, and life.** Beginning in the classroom, the DECA experience provides a platform for high school students to develop skills needed to be successful in college and careers. Through a comprehensive learning program that outgrows the common textbook, our members challenge themselves by enrolling in **college-level marketing, finance, and management courses**; operating their school stores; 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.

WASHINGTON DECA BY THE NUMBERS

12,000+
PROFESSIONAL, ALUMNI,
AND STUDENT MEMBERS

170 CHAPTERS ACROSS
OUR STATE

\$140,000+
SCHOLARSHIPS PROVIDED
TO MEMBERS

220+ COMMUNITY OUTREACH
PROJECTS CONDUCTED STATEWIDE
IN 2018



4TH LARGEST DECA
ASSOCIATION IN
THE WORLD

STUDENTS SAY DECA PREPARED THEM FOR COLLEGE AND CAREERS

89%

STUDENTS SAY DECA IS THE LINK BETWEEN THE CLASSROOM
AND REAL-WORLD EXPERIENCES

90%

STUDENTS REPORT AN A OR B AVERAGE

98%

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5-6 STATE CAREER DEVELOPMENT CONFERENCE MARCH 4-6, 2021



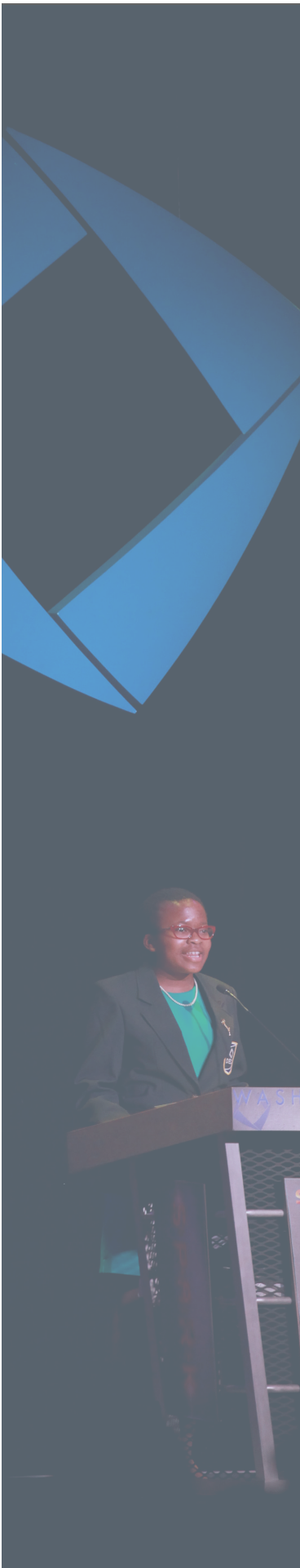
7-8 EMERGING LEADERS EMPOWER HOUR SEPTEMBER 23, 2020



9-10 INNOVATE 2020 WESTERN REGION LEADERSHIP CONFERENCE NOVEMBER 9-13, 2020



11-12 SPONSOR YOUR LOCAL CHAPTER



CONFERENCES & EVENTS

STATE CAREER DEVELOPMENT CONFERENCE

MARCH 4-6, 2021 | BELLEVUE, WA

With over 4,300 attendees, our State Career Development Conference (SCDC) is one of the largest educational gatherings of students in Washington outside of athletics. Over the course of three days, hundreds of industry judges and volunteers gather to assess and evaluate thousands of Washington DECA students in competitive events. Our emerging leaders compete in several rounds of performances in hopes of representing Washington at the International Career Development Conference.

EMERGING LEADERS EMPOWER HOUR

SEPTEMBER 23, 2020 | VIRTUAL EVENT

This fall, join Washington DECA Board members, business professionals, DECA alumni, DECA advisors, and students at first happy hour virtual fundraising event! Participate in an online auction and learn how DECA is positively changing lives as students share their DECA stories.

INNOVATE 2020

WESTERN REGION LEADERSHIP CONFERENCE

NOVEMBER 9-13, 2020 | VIRTUAL CONFERENCE

This year, Washington DECA is virtually hosting Innovate 2020! Join us as DECA members from around the country get ready to network, engage, innovate, discover, and participate in workshops, keynotes, and a virtual Innovation Fair.

STATE CAREER DEVELOPMENT CONFERENCE

MARCH 4-6, 2021

COMPETITIVE EVENT SPONSORSHIP

- » Opportunity to sponsor a competitive event of your choice (50+ available)
- » Listed as the competitive event partner in the SCDC conference program (Program distributed to all conference attendees and posted online)
- » On-stage verbal and on-screen partner recognition during Grand Awards Session (4,300+ in attendance and 1,000+ watching live via online stream)
- » Opportunity to have a representative of your organization on-stage to present awards to event winners
- » Company logo on all judge materials and event signage
- » Social media promotion of selected competitive event sponsorship
- » Company name and logo listed as conference partner on SCDC website

INVESTMENT: \$3,000

JUDGE HAPPY HOUR SPONSORSHIP

- » A display of your company logo on drink tickets
- » Opportunity to have a representative of your organization on-stage to present auction items to winners
- » Two exclusive posts on social media channels
- » Company logo on event signage and conference program
- » Company name and logo listed as conference partner on SCDC website

INVESTMENT: \$3,000

SENIOR MANAGEMENT ACADEMY SPONSORSHIP

- » Recognition and welcome remarks at the start of the event
- » Company handout to each academy participant
- » Opportunity to have a speaker or representative present during academy
- » Two exclusive posts on social media channels
- » Company logo on event signage and event program
- » Company name and logo listed as conference partner on SCDC website

INVESTMENT: \$2,500

ADDITIONAL SPONSORSHIPS

PROGRAM ADVERTISING

<i>Inside Front Cover Color.....</i>	<i>\$1,000</i>
<i>Inside Back Cover Color.....</i>	<i>\$1,000</i>
<i>Full Page Color.....</i>	<i>\$750</i>
<i>½-Page Color, Horizontal.....</i>	<i>\$500</i>
<i>¼-Page Color.....</i>	<i>\$275</i>

ADVISOR TOTE

*Place your logo on registration
tote bags distributed to all advisors
attending conference.....\$750
(Limited to one color)*

SCDC CONTRACT

MARCH 4-6, 2021

CONTACT INFORMATION

Contact Name: _____ Organization: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Phone Number: _____

SPONSORSHIP PACKAGES

- ☐ Competitive Event Sponsorship – \$3,000
- ☐ Judge Happy Hour Sponsorship – \$3,000
- ☐ Senior Management Academy Sponsorship – \$2,500
- ☐ Advisor Tote – \$750

ADVERTISE

If you wish to purchase an advertisement spot in our program, please choose from the following:

- ☐ Inside Front Cover – \$1,000
- ☐ Inside Back Cover – \$1,000
- ☐ Full Page – \$750
- ☐ Half Page – \$500
- ☐ Quarter Page – \$275

VOLUNTEER

We have both in-person and remote volunteer positions available, giving you unique opportunities to network and connect with our student members. If you would like to learn more, please check the option below.

- ☐ Send me more information about volunteering opportunities.

ADDITIONAL INFORMATION

Address all communications and checks to:

Washington DECA
16040 Christensen Road, Suite 215
Tukwila, WA 98188

Enclosed is my tax-deductible gift of: \$ _____.

QUESTIONS

Contact lori@wadecca.org with questions.

ADVERTISEMENTS & LOGOS:

- For logo branding and advertisements, please send a high resolution .AI or .EPS file of your company logo by **February 18, 2021** to nicole@wadecca.org. A logo with a transparent background is preferred.

For more information, please visit www.wadecca.org/scdc.

IMPORTANT DEADLINES

ADVERTISEMENT
& LOGO
SUBMITTED
**THURSDAY
FEBRUARY 18**

CONTRACT
SUBMITTED
**THURSDAY
FEBRUARY 18**

PAYMENT
RECEIVED BY
**MONDAY
MARCH 1**

STATE CAREER
DEVELOPMENT
CONFERENCE
MARCH 4-6

EMERGING LEADERS EMPOWER HOUR

SEPTEMBER 23, 2020

DIAMOND PARTNER SPONSORSHIP

INVESTMENT: \$5,000

- » 10 Empower Hour Boxes (1 VIP box + 9 guest boxes) *
 - » Company logo listed as diamond partner in all Empower Hour collateral and social media promotion
 - » Virtual recognition by our Empower Hour emcee
 - » Company logo displayed on-screen during Empower Hour
 - » Three exclusive posts on Facebook, Twitter, Instagram, and LinkedIn
 - » Company logo on marketing materials and event landing page
-

GOLD PARTNER SPONSORSHIP

INVESTMENT: \$3,000

- » 10 Empower Hour Boxes (1 VIP box + 9 guest boxes) *
 - » Company logo listed as gold partner in all Empower Hour collateral and social media promotion
 - » Virtual recognition by our Empower Hour emcee
 - » Company logo displayed on-screen during Empower Hour
 - » Company logo on marketing materials and event landing page
-

SILVER PARTNER SPONSORSHIP

INVESTMENT: \$1,500

- » 10 Empower Hour Boxes (1 VIP box + 9 guest boxes) *
 - » Company logo listed as silver partner in all Empower Hour collateral and social media promotion
 - » Company logo displayed on-screen during Empower Hour
 - » Company logo on marketing materials and event landing page
-

EMPOWER HOUR CAPTAIN

INVESTMENT: \$1,000

- » 10 Empower Hour Boxes (1 VIP box + 9 guest boxes) *
-

IN-KIND SPONSOR AUCTION ITEM

YOUR CHOICE OF VALUE

- » Please contact wendy@wadeca.org for in-kind sponsorships

** Empower Hour boxes will include a tapas selection from The Tall Chef and a sommelier's surprise wine selection. The minimum Captain donation includes the cost of ten Empower Hour boxes. Boxes to be delivered to each registered attendee.*

EMERGING LEADERS EMPOWER HOUR CONTRACT

SEPTEMBER 23, 2020

CONTACT INFORMATION

Contact Name: _____ Organization: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Phone Number: _____

SPONSORSHIP PACKAGES

- ☐ Diamond Partner Sponsorship – \$5,000
- ☐ Gold Partner Sponsorship – \$3,000
- ☐ Silver Partner Sponsorship – \$1,500
- ☐ Empower Hour Captain Sponsorship – \$1,000

ADDITIONAL INFORMATION

Address all communications and checks to:

Washington DECA
16040 Christensen Road, Suite 215
Tukwila, WA 98188

Enclosed is my tax-deductible gift of: \$ _____.

VOLUNTEER

We have both in-person and remote volunteer positions available throughout the year, giving you unique opportunities to network and connect with our student members. If you would like to learn more, please check the option below.

- ☐ Send me more information about volunteering opportunities.

IN-KIND SPONSORSHIPS

Item: _____

Value: \$ _____

QUESTIONS

Contact lori@wadececa.org with questions.

ADVERTISEMENTS & LOGOS:

- For logo branding and advertisements, please send a high resolution .AI or .EPS file of your company logo by **Sunday, August 23, 2020** to nicole@wadececa.org. A logo with a transparent background is preferred.

For more information, please visit www.wadececa.org/empower-hour.

IMPORTANT DEADLINES

ADVERTISEMENT
& LOGO
SUBMITTED
**SUNDAY
AUGUST 23**

CONTRACT
SUBMITTED
**WEDNESDAY
AUGUST 26**

PAYMENT
RECEIVED BY
**WEDNESDAY
SEPTEMBER 9**

EMERGING
LEADERS
EMPOWER HOUR
**WEDNESDAY
SEPTEMBER 23**

INNOVATE 2020

WESTERN REGION LEADERSHIP CONFERENCE

NOVEMBER 9-13, 2020

WESTERN REGION COMPETITION SPONSOR

INVESTMENT: \$6,000

- » Opportunity to provide one-page company handout in conference registration packet
- » Three exclusive posts on social media channels
- » Company logo placed on Western Region Competition role-plays
- » Company logo incorporated into digital badging program
- » Company logo incorporated into digital GooseChase scavenger hunt
- » Virtual Innovation Fair booth
- » Full-page color ad in the conference program
- » Company logo on Western Region Competition marketing materials and conference program
- » Company logo listed as conference partner on WRLC website, some WRLC collateral, and social media

BUSINESS PITCH COMPETITION SPONSOR

INVESTMENT: \$6,000

- » Opportunity to provide one-page company handout in conference registration packet
- » Company logo on Business Pitch award
- » Three exclusive posts on social media channels
- » Company logo placed on Business Pitch judging rubrics and competitor instructions
- » Company logo incorporated into digital badging program
- » Company logo incorporated into digital GooseChase scavenger hunt
- » Virtual Innovation Fair booth
- » Full-page color ad in the conference program
- » Company logo on Business Pitch marketing materials and conference program
- » Company logo listed as conference partner on WRLC website, some WRLC collateral, and social media

OPENING OR CLOSING SESSION SPONSOR

INVESTMENT: \$4,500

- » Company logo displayed on screen at Opening or Closing Session
- » Three exclusive posts on social media channels
- » Company logo incorporated into digital GooseChase scavenger hunt
- » Virtual Innovation Fair booth
- » Opportunity to provide one-page company handout in conference registration packet
- » Company logo listed as conference partner on WRLC website, some WRLC collateral, and social media
- » 1/4-page color ad in the conference program

CHAPTER LEADERSHIP ACADEMY SPONSOR

INVESTMENT: \$2,500

- » Recognition and welcome remarks at the start of academy
- » Opportunity to provide one-page company handout in conference registration packet
- » Company logo on Chapter Leadership Academy materials
- » Company logo incorporated into digital badging program
- » Company logo incorporated into digital GooseChase scavenger hunt
- » Two exclusive posts on social media channels
- » Company logo on marketing materials and conference program
- » Company logo listed as conference partner on WRLC website, some WRLC collateral, and social media

PROGRAM ADVERTISING

<i>Inside Front or Back Cover, Color.....</i>	<i>\$500</i>
<i>Full Page Color.....</i>	<i>\$375</i>
<i>1/2-Page Color, Horizontal.....</i>	<i>\$250</i>
<i>1/4-Page Color.....</i>	<i>\$140</i>

INNOVATION FAIR VIRTUAL BOOTH.....\$250

Visit www.decawrlc2020.org/partner for more information on virtual booths.

INNOVATE 2020

WESTERN REGION LEADERSHIP CONFERENCE

NOVEMBER 9-13, 2020

CONTACT INFORMATION

Contact Name: _____ Organization: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Phone Number: _____

WRLC SPONSORSHIP PACKAGES

- ☐ Western Region Competition Sponsor – \$6,000
- ☐ Business Pitch Competition Sponsor – \$6,000
- ☐ Opening Session Sponsor – \$4,500
- ☐ Closing Session Sponsor – \$4,500
- ☐ Chapter Leadership Academy Sponsor – \$2,500

ADVERTISE

If you wish to purchase an advertisement spot in our program, please choose from the following:

- ☐ Inside Front Cover – \$500
- ☐ Inside Back Cover – \$500
- ☐ Full Page – \$375
- ☐ Half Page – \$250
- ☐ Quarter Page – \$140

INNOVATION FAIR

- ☐ Virtual Booth – \$250
Visit www.decawrlc2020.org/partner
for more information on virtual booths.

VOLUNTEER

We have virtual volunteer positions available, giving you the opportunity to network and connect with our student members. To learn more, please check the option below.

- ☐ Send me more information about volunteering opportunities.

ADDITIONAL INFORMATION

Address all communications and checks to:

Washington DECA
16040 Christensen Road, Suite 215
Tukwila, WA 98188

Enclosed is my tax-deductible gift of: \$ _____.

QUESTIONS

Contact lori@wadeca.org with questions.

ADVERTISEMENTS & LOGOS:

For logo branding and advertisements, please send a high resolution .AI or .EPS file of your company logo by **October 14, 2020** to nicole@wadeca.org. A logo with a transparent background is preferred.

For more information, please visit www.decawrlc2020.org.

IMPORTANT DEADLINES

ADVERTISEMENT
& LOGO
SUBMITTED
**WEDNESDAY
OCTOBER 14**

CONTRACT
SUBMITTED
**FRIDAY
OCTOBER 16**

PAYMENT
RECEIVED BY
**MONDAY
NOVEMBER 22**

WESTERN REGION
LEADERSHIP
CONFERENCE
NOVEMBER 9-13

SPONSOR YOUR LOCAL CHAPTER

MEMBERSHIP SPONSORSHIP

Help provide the gift of DECA membership to students in a chapter near you. A membership fee of \$20 covers one student.

STATE CAREER DEVELOPMENT CONFERENCE TRAVEL SPONSORSHIP

A travel sponsorship of \$250 per student covers the registration conference fee, transportation to and from the conference, and housing during the State conference.

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE TRAVEL SPONSORSHIP

A travel sponsorship of \$1,000 per student covers the registration conference fee, airfare, ground transportation, and housing during the International conference.



*"DECA has helped me grow as a person. **I have learned more in DECA than I ever have in another class** such as acquiring public speaking skills and how to be successful in job interviews. Because of DECA, I believe I have what it takes to be the first in my family to attend a university and further my education.*

- Junior, Chiawana High School

*"Having been in DECA throughout high school, I fully believe I have received the **ultimate DECA experience**. Being in DECA has allowed me to be comfortable with public speaking, gain management experience through my chapter's school-based enterprise, and expand my leadership experience as my chapter's treasurer and president. DECA has been the light of my time in high school and I look forward to the **everlasting impact** it will have on my education and career."*

- Senior, Deer Park High School

LOCAL CHAPTER SPONSORSHIP CONTRACT

CONTACT INFORMATION

Contact Name: _____ Organization: _____

Address: _____ City/State/Zip: _____

Email Address: _____ Phone Number: _____

SPONSORSHIP PACKAGES

For each blank, please indicate the number of students you would like to sponsor.

☐ Membership Sponsorship: \$20 x _____ = \$ _____

☐ State Career Development Conference Travel Sponsorship: \$250 x _____ = \$ _____

☐ International Career Development Conference Travel Sponsorship: \$1,000 x _____ = \$ _____

Chapter name receiving sponsorship: _____ Total: \$ _____

VOLUNTEER

We have both in-person and remote volunteer positions available, giving you unique opportunities to network and connect with our student members. If you would like to learn more, please check the option below.

☐ Send me more information about volunteering opportunities.

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Washington DECA
16040 Christensen Road, Suite 215
Tukwila, WA 98188

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QUESTIONS

Contact lori@wadecca.org with questions.

**PROVIDING BUSINESS
AND LEADERSHIP
OPPORTUNITIES
TO HIGH SCHOOL
STUDENTS
TO SUCCEED IN
SCHOOL, CAREERS,
AND LIFE.**



**WASHINGTON
DECA™**