



## STATE CAREER DEVELOPMENT CONFERENCE: FEBRUARY 21-22, 2024 Birmingham Sheraton, Birmingham Alabama

### Diamond Level Sponsorship \$1,500+

- Special Diamond Sponsor award presented on stage during awards ceremony
- Full-page advertisement for your business in the Alabama DECA State Career Development Conference *Chapter Registration Packet*
- Business name and logo included in the sponsor section of the CDC conference APP – with link to business website, advertisement graphic, and video message included (optional)
- On-screen recognition during the conference opening session and grand awards ceremony
- Opportunity to select up to four competitive events to sponsor (with sponsorship of events recognized in conference program and on-screen during recognition of winners)
- *Opportunity for an up-to 60 second video greeting or promotion during the grand awards ceremony (content must be submitted by January 30, 2024)*
- Exhibitor booth space with banner
- Logo posted on the Alabama DECA website ([www.alabamadeca.com](http://www.alabamadeca.com))
- Inclusion in website announcements, emails, and social media postings
- *Opportunity to include sponsored swag items in attendee's registration materials (swag items must be delivered to Julie Crockett, 50 N Ripley St Suite 3311, Montgomery, AL 36130 NO LATER than January 30, 2024 OR make arrangements for "at-conference" delivery)*

### Diamond **ELITE** Level Sponsorship \$2,500+

- *All the great benefits above, plus*
- **SPONSOR A WORKSHOP**
  - *Business name and logo appear on screen during the workshop and in the program guide for the workshop*
  - *Opportunity to distribute swag items or other promotional information at the workshop*
  - *Host a leadership/motivational workshop*
- *Brand logo will appear and be incorporated in the conference T-shirt for all attendees*

### Gold Level Sponsorship \$1,000

- Half-page advertisement for your business in the Alabama DECA State Career Development Conference *Chapter Registration Packet*
- Business name and logo included in the sponsor section of the CDC conference APP – with link to business website, advertisement graphic (optional)
- On-screen recognition during the conference opening session and grand awards ceremony
- Opportunity to select up to three competitive events to sponsor (with sponsorship of events recognized in conference program and on-screen during recognition of winners)
- Exhibitor booth space with banner
- Logo posted on the Alabama DECA website ([www.alabamadeca.com](http://www.alabamadeca.com))
- Inclusion in website announcements, emails, and social media postings
- *Opportunity to include sponsored swag items in attendee's registration materials (swag items must be delivered to Julie Crockett, 50 N Ripley St Suite 3311, Montgomery, AL 36130 NO LATER than January 30, 2024 OR make arrangements for "at-conference" delivery)*



### **Silver Level Sponsorship \$750**

- Logo for your business included in the Alabama DECA conference *Chapter Registration Packet*
- Business name and logo included in the sponsor section of the CDC conference APP – with link to business website, advertisement graphic (optional)
- On-screen recognition during the conference opening session and grand awards ceremony
- Opportunity to select two competitive events to sponsor (with sponsorship of events recognized in conference program and on-screen during recognition of winners)
- Exhibitor booth space with banner
- Logo posted on the Alabama DECA website ([www.alabamadeca.com](http://www.alabamadeca.com))
- Inclusion in website announcements, emails, and social media postings

### **Bronze Level Sponsorship \$500**

- Logo for your business included in the Alabama DECA conference *Chapter Registration Packet*
- Business name and logo included in the sponsor section of the CDC conference APP
- On-screen recognition during the conference opening session and grand awards ceremony
- Logo posted on the Alabama DECA website ([www.alabamadeca.com](http://www.alabamadeca.com))
- Exhibitor booth space (no banner – must provide own signage/banner/branding)

### **Exhibitor ONLY \$250**

- Exhibitor booth space (no banner – must provide own signage/banner/branding)
- *Complimentary bronze-level sponsorship upgrades available to partners that provide 10 judges. Please contact us for more information.*

***Alabama DECA supporters are also welcome to share scholarship opportunities with our members and to make presentations on stage during the awards ceremony.***

**TO REGISTER TO BECOME AN ALABAMA DECA SPONSOR VISIT:**

**<https://alabamadeca.com/partner/>**

**OR CONTACT Julie Crockett: [julie.crockett@alsde.edu](mailto:julie.crockett@alsde.edu) -- (334) 694-4754**



Select competitive events to sponsor from the list below:

## DECA COMPETITIVE EVENTS

### PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

### TEAM DECISION MAKING EVENTS

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Entrepreneurship Team Decision Making—ETDM
4. Financial Services Team Decision Making—FTDM
5. Hospitality Services Team Decision Making—HTDM
6. Marketing Management Team Decision Making—MTDM
7. Sports and Entertainment Marketing Team Decision Making—STDM
8. Travel and Tourism Team Decision Making—TTDM

### INDIVIDUAL SERIES EVENTS

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Entrepreneurship Series—ENT
7. Food Marketing Series—FMS
8. Hotel and Lodging Management Series—HLM
9. Human Resources Management Series—HRM
10. Marketing Communication Series—MMS
11. Quick Serve Restaurant Management Series—QSRM
12. Restaurant and Food Service Management Series—RFSM
13. Retail Merchandising Series—RMS
14. Sports and Entertainment Marketing Series—SEM

### PERSONAL FINANCIAL LITERACY EVENT

1. Personal Financial Literacy—PFL

### BUSINESS OPERATIONS RESEARCH EVENTS

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

### PROJECT MANAGEMENT EVENTS

1. Business Solutions Project—PMBS
2. Career Development Project—PMCD
3. Community Awareness Project—PMCA
4. Community Giving Project—PMCG
5. Financial Literacy Project—PMFL
6. Sales Project—PMSP

### ENTREPRENEURSHIP EVENTS

1. Innovation Plan—EIP
2. Start-Up Business Plan—ESB
3. Franchising Business Plan—EFB
4. Independent Business Plan—EIB
5. Business Growth Plan—EBG
6. International Business Plan—IBP

### INTEGRATED MARKETING EVENTS

1. Integrated Marketing Campaign Event—IMCE
2. Integrated Marketing Campaign Product—IMCP
3. Integrated Marketing Campaign Service—IMCS

### PROFESSIONAL SELLING AND CONSULTING EVENTS

1. Financial Consulting—FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

