



ALABAMA

DECA

www.alabamaDECA.com



DECA
EMERGING
LEADERS AND
ENTREPRENEURS

A large blue banner hanging from the Anaheim Convention Center, featuring the DECA logo and the text "EMERGING LEADERS AND ENTREPRENEURS".

ANAHEIM CONVENTION CENTER



SPONSORSHIP AND PARTNERSHIP GUIDE

SPONSORSHIP OPPORTUNITIES

DECA educational conferences are targeted, highly-focused learning experiences for students and advisors that support the DECA mission. The Alabama DECA Career Development Conference provides unique opportunities in networking, leadership, and, of course, competition. In addition, SCDC provides opportunities for students and advisors to connect with corporate professionals to engage in learning industry-related trends and content.

State Career Development Conference | February 24-25, 2025 | Renaissance Montgomery Hotel

SPONSOR THE STATE CAREER DEVELOPMENT CONFERENCE

Bronze - \$500

- 1 exhibit table in the exhibition area (does not include power)
- Business name & logo on the screen with all other bronze level sponsors during general sessions

Silver - \$1,000

- All Bronze Benefits
- Your organization logo on the conference app, social media shoutouts, and on the sponsors area of the Alabama DECA website
- Opportunity to select up to two events to sponsor - will be displayed at competitive event table/booth and logo will appear on screen during awards

Gold - \$2,000

- All Bronze and Silver Benefits
- Handouts or other swag items from your organization in the registration packet (materials to be provided by sponsor by February 10)
- A workshop opportunity during conference
- Sponsorship banner displayed in pre-function areas at conference
- On screen and verbal recognition of your organization during Opening Session

Diamond- \$3,000+

- All Bronze, Silver, and Gold Benefits
 - Email introduction to local chapter advisors
 - Opportunity to select up to FOUR events to sponsor - will be displayed at competitive event table/booth and logo will appear on screen during awards for the competitive event
 - Opportunity to present awards on stage to the events being sponsored
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Select competitive events to sponsor from the list below:

Event specific information can be found at www.deca.org/compete

DECA COMPETITIVE EVENTS

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

1. Principles of Business Management and Administration—PBM
2. Principles of Entrepreneurship – PEN – **new event for 2025*
3. Principles of Finance—PFN
4. Principles of Hospitality and Tourism—PHT
5. 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





DECA PREPARES EMERGING LEADERS AND ENTREPRENEURS FOR CAREERS IN MARKETING, FINANCE, HOSPITALITY AND MANAGEMENT IN HIGH SCHOOLS AND COLLEGES AROUND THE GLOBE.

OUR SPONSORS ARE VITAL TO OUR ORGANIZATION

With your contribution to our state conference and to Alabama DECA, you are helping to create opportunities for students across Alabama. Your contribution enables us to make the largest impact on our members through our programming, workshops, and competitive events program.

By partnering/sponsoring Alabama DECA, you will be impacting the future of Alabama's emerging leaders. We know that our students are excited to connect with you and to gain the insights and advice that are available through partnerships and sponsorships.

If you would like to learn more about any of these sponsorship and partnership opportunities, please complete the partnership request form or reach out to the State Association Advisor, Julie Crockett: julie.crockett@alsde.edu | 334-694-4754

Thank you!

[Sponsorship Form](#)

alabamadeca.com