

## Competitive Event Sponsorship

Sponsorship of a competitive event is a great opportunity for your company to gain instant visibility and to support the skill development of thousands of students in an area of interest to the company. More than 125,000 DECA members participate in the competitive events program each year.

DECA's Competitive Events Program is recognized by all fifty (50) state departments of education and the US Department of Education as a highly effective tool to connect the classroom and business world. The competitive events are designed to simulate business situations and utilize a number of different formats including written business plans, case studies, marketing research projects, and industry specific role-plays.

Major corporations, associations and foundations have determined that the competitive events program is a highly effective tool to assist students as they transition from school to the business world.

DECA's competitive events measures students' proficiency in those skills identified by business as essential for success in a particular occupation. Participants receive recognition for achievement in a comprehensive exam and role-plays that are designed to be typical business situations in the particular occupation and in the event as a whole. Another role-play activity will be given to finalists. Participants in a competitive event are not informed in advance of the skills to be evaluated.

In the role-playing portion of the event, participants must accomplish a task by translating what they have learned into effective, efficient and spontaneous action. The participant is given a written situation to review. It may indicate a product or service to sell, a merchandising decision or a problem in human relations. Participants are allowed 10 minutes to review the situation and to develop a professional approach to solving the problem. Up to 10 minutes are then allowed for the participant to be examined by a competent judge and asked to explain how he/she would solve the situation or problem. The judge is a qualified business executive playing the role of second party in the situation. Following the role-play, the judge evaluates the participants' responses and records the results on an evaluation form that has been developed especially for that competitive event.

The skills evaluated are selected from a list of performance indicators validated by industry representatives. A complete list of performance indicators can be found at <http://www.deca.org/celisting.html>.

The 2008-2009 Event Sponsors can be found at <http://www.deca.org/pdf/Sponsors2009.pdf>

### **Sponsorship Components**

Sponsorships can be customized to include additional areas of interest to our business partner. The sponsorship of a competitive event must be a minimum of three (3) years. The essential components include:

1. Cash awards to the top 10 competitors at the International Career Development Conference
2. Development of the role-play scenario(s) and comprehensive exams
3. Trophies, medallions, certificates and partial sponsorship of judges luncheon
4. A classroom poster promoting the event and your company's sponsorship in 5,000 classrooms. (optional)