

Flexibility: Your Key to Success

Increase the impact of every promotional dollar you spend with the flexibility DECA offers. Create your specific marketing mix of advertising, direct mail, special campaigns and exhibits.

- ◆ Dimensions is classroom reading for all DECA members—four times during the school year. The association's official publication, Dimensions reaches beyond the marketing classroom to friends, family, school administrators and other teachers. Readership is well over 200,000.



- ◆ Send your exclusive message to DECA chapter advisors via the DECA Advisor. A great direct mail piece for fund-raisers, the Advisor features only one ad per issue—reserve your preferred issue now to make sure your full-page message is one they'll see. Circulation is 5,000.



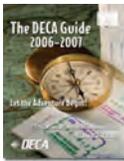
- ◆ Teachers/Advisors eagerly look for the DECA Chapter Packet of tips and tools to arrive. Its contents help make their teaching and chapter management tasks easier. Your insert in the packet is the way to get your prepared message into the hands of decision makers. Chapter packets are delivered seven times during the school year.

- ◆ Classroom/display posters are an annual favorite of all students. Promote your projects and scholarships while familiarizing the entire school with your company name and products.



- ◆ Start the school year by promoting your products, services and programs in the DECA Guide. Chapters advisors refer to the DECA Guide throughout the year—that means your company enjoys repeated exposure.

- ◆ Start the school year by promoting your products and services in the DECA Planning Calendar. Advisors return to the planning calendar all year long for scheduling daily events. The calendar is also a chapter management reference that gives your company visibility through the entire school year.



- ◆ Exhibiting at DECA's four regional conferences and the International Career Development Conference will spotlight your company to the nation's most outstanding and aggressive chapter members and advisors one-on-one. Reserve your exhibit space early for best selection and advertise in the conference programs to promote your products and services to the leaders of the DECA community.

DECA is dedicated to making your sales promotion program a winner. If you qualify as a Sales & Marketing Company, you automatically have a competitive edge in reaching the growing youth market.



Affiliation Levels

Business Level

Investment: \$5,000

- Free one time mailing list
- Listing in publications as official Sales & Marketing Company
- 25% discount on all DECA advertising www.deca.org/pdf/MediaKit.pdf
- Discount on exhibiting at regional conferences
- Full-page, black and white ad in *Dimensions* (issue of your choice)
- Booth at International Career Development Conference
- Description on DECA Web site (www.deca.org) and link to your company home page
- Listing on School-based Enterprise Web site (www.schoolbasedenterprises.org)

Partner Level

Investment: \$2,500

- 25% discount on all DECA advertising (www.deca.org/pdf/MediaKit.pdf)
- Discount on exhibiting at international conferences
- Description on DECA Web site (www.deca.org) and link to your company home page
- Listing in publications as official Sales & Marketing Company
- Booth at North Atlantic or Southern Region Conference (your choice)
- Listing on School-based Enterprise Web site (www.schoolbasedenterprises.org)

Member Level

Investment: \$1,500

- 25% discount on all DECA advertising www.deca.org/pdf/MediaKit.pdf
- Discount on exhibiting at regional and/or international conferences
- Description on DECA Web site (www.deca.org) and link to your company home page.
- Listing on School-based Enterprise Web site (www.schoolbasedenterprises.org)



What would you do if someone offered your company 5,000 solid leads?



How about 185,000?!

DECA's Sales & Marketing companies have that opportunity every day.



60 years ago, DECA organized around an ambitious goal: to improve education and career opportunities for students interested in careers in marketing, management and entrepreneurship. What began with a few hundred students in 17 states has grown to over 185,000 students in all 50 states, the District of Columbia, Canada, Guam, Virgin Islands, Puerto Rico and Germany.



The objective of marketing education and DECA is to teach marketing and management skills in career areas such as retail operations and management, hospitality and tourism, finance, interna-

tional marketing, sports and entertainment marketing and entrepreneurship. The curriculum is tailored to the specific career goals of students and includes basic scholastic and communication skills, human relations and employability skills with a strong emphasis on economics and free enterprise.

Benefits of Membership

- ◆ **Solid Leads**—membership guarantees you access to 5,000 chapters across the country, all potential customers.
- ◆ **Credibility**—affiliation with an international organization well respected in the industry as a leader in marketing education
- ◆ **School-based Enterprise**—opportunities to sell your products and services directly to members through the school stores that are operated by DECA.
- ◆ **Fund-raising Opportunities**—DECA members participate in an average of two fund-raising campaigns a year, earning dollars for chapter activities and conferences. They look to DECA-approved sales and marketing companies first.
- ◆ **Teacher Resources**—assist marketing teachers with new curriculum materials.
- ◆ **Student Enrichment**—give members a variety of products and services that encourage them to generate new and innovative marketing ideas.
- ◆ **Get Involved**—Participate in classroom activities, providing creative marketing challenges.
- ◆ **Company Exposure**—see your company listed on the DECA Web site, publications, conferences, etc.



Over 185,000 DECA members
5,000 DECA chapters
2,000 DECA school stores

This is the target market you're seaching for.

DECA members are part of the teen market segment that boasts discretionary spending power in excess of \$103 billion annually and a growing influence in family purchases. Teen and family oriented products and services are their specialty! What's more, DECA members are trained in marketing, management and entrepreneurship skills.

Looking for a target market for your products/services? Or, perhaps a sales force for your fund-raising projects? DECA affiliation offers you a channel of communication to reach and enlist this key teen audience for a minimal annual affiliation fee.

DECA offers creative marketing opportunities to help you achieve **your marketing objectives**. Mix and match DECA's various media to focus on **your goals** while meeting **your budget**.

DECA's Sales & Marketing Program offers benefits you won't want to pass up:

- ◆ DECA's mailing list of every DECA chapter across the U.S. and Canada. This list is available for purchase only to DECA business partners. Receive a **free** mailing list with your initial affiliation at the Business Level.
- ◆ 25% discount on all advertising in DECA publications for the duration of your membership. Start to reach directly into the classroom.
- ◆ Discounts on exhibit space at any of DECA's exciting regional and international conferences.
- ◆ Free listing on DECA's Web site, www.deca.org, with a direct link to your company's homepage.
- ◆ Your company's name, product/service and contact listed in DECA's annual publication of affiliated Sales & Marketing Companies distributed to 5,000 DECA chapters.
- ◆ A variety of promotional opportunities specifically targeted to your markets.



DECA is a nonpartisan, non-sectarian 501(c)(3) student association.

1. Send your completed application, along with a sample or description of your product(s)/service(s) and their promotional material for DECA review. Each product submitted will be considered separately.
2. The annual affiliation fee should accompany your application. If affiliation is approved, a Memorandum of Agreement will be sent for your signature. If your application is denied, the entire fee will be refunded.
3. Questions? Contact DECA's Marketing Department at (703) 860-5000.

Apply Now

Enclosed is my application and membership fee for a one-year affiliation with DECA's Sales & Marketing Company Program, beginning on the date of acceptance. (If application is denied, the fee will be fully refunded.) The product(s)/service(s) and their promotional materials to be considered individually are also enclosed.

Please Print!

Affiliation Level (please choose one)

Business: (\$5,000) Partner (\$2,500) Member (\$1,500)

Name: _____

Title: _____

Company: _____

Address: _____

City _____ State _____ Zip _____

Phone #: _____ Fax #: _____

Email: _____

Web site address: _____

Signature: _____

Title: _____ Date: _____

Send your application, check and materials to:

DECA Inc.
 Attn: Sales & Marketing Program
 1908 Association Drive
 Reston, VA 20191
 703.860.5000
 Fax 703.860.4013
www.deca.org

