

## **School-based Enterprise Sponsorship Opportunities**

School-based enterprises (SBEs) are effective tools that are used to help prepare students for the transition from school to work. For many students, these school stores provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills. While some in the education community have only recently discovered the value of school-based enterprises, marketing educators and DECA advisors have used them as a powerful teaching tool for more than four decades.

DECA's School-based Enterprise program provides several sponsorship opportunities for your company. One such opportunity would be to sponsor the SBE Certification Program. This program was developed to provide recognition for outstanding school store achievement and to motivate schools stores to strive for excellence and to grow. The certification program provides SBEs with standards for model school store operation and a program where they can become certified at three levels: bronze, silver or gold. Sponsorship of the certification program would give your company excellent visibility throughout the year on the SBE web site and in marketing classrooms across the country.

Another excellent sponsorship opportunity is to sponsor the School-based Enterprise web site - [www.schoolbasedenterprises.org](http://www.schoolbasedenterprises.org). The SBE web site contains valuable information regarding starting and managing a school store, so it too is used throughout the year and would offer great visibility for your company. Talk to our marketing staff today regarding other School-based Enterprise sponsorship opportunities.