YOUR PROVEN PARTNER IN PREPARING EMERGING LEADERS

About DECA
Thank you for considering a partnership with DECA. Our proven record of implementing dynamic partnerships with a wide variety of businesses, foundations, associations and colleges and universities makes us an ideal partner. Our partnerships are based on shared missions, identified goals and clearly defined deliverables. Throughout our more than 75-year history, DECA has emphasized the value of partnerships in the preparation of emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

DECA is the ideal partner in developing educational programs, drawing upon our experience in engaging teachers and students in career development by building community and business partnerships and linking together high schools, colleges and employers. Our key capabilities include:

- Our powerful network of high schools and colleges both nationwide and internationally.
- Our diverse, highly motivated and successful student membership.
- Our dedicated network of highly qualified teachers.
- Our organizational capabilities to facilitate, plan, design and implement partnerships.
- Our demonstrated history of developing relevant, highly-successful partnerships.
- Our exceptional staff that is ready to support partnerships and programs.

As you review our opportunities, please recognize one of our greatest strengths is our ability and willingness to work with you to design the ideal partnership that serves both of our missions.

We look forward to our continuing discussions and invite your questions.
OUR MISSION

DECA PREPARES EMERGING LEADERS & ENTREPRENEURS

21st CENTURY EMPLOYABILITY SKILLS

MARKETING

BUSINESS MANAGEMENT + ADMINISTRATION

HOSPITALITY + TOURISM

FINANCE

ENTREPRENEURSHIP

Critical Thinking & Problem Solving

Entrepreneurship + Teamwork

Creativity

Communication Skills
SUPPORTING EDUCATIONAL INITIATIVES

NATIONAL CURRICULUM STANDARDS
Reinforce career and academic standards identified by business and industry

21ST CENTURY SKILLS GAP
50% of graduates are not considered workforce ready by hiring managers

ENTREPRENEURIAL MINDSET
33% of employers are seeking entrepreneurship skills in new hires

FINANCIAL LITERACY
75% of students graduate unprepared to manage finances

PROJECT MANAGEMENT
97% of organizations believe project management is critical to business performance and success

TEACHER RECRUITMENT, ENGAGEMENT, RETENTION
81% of DECA advisors say that DECA makes teaching more meaningful and engaging

DECA
INNOVATIVE LEARNING TO ENGAGE STUDENTS

INTEGRATES INTO CLASSROOM INSTRUCTION
CONNECTS TO BUSINESS
APPLIES LEARNING
PROMOTES COMPETITION
AN EXPANSIVE NETWORK OF EMERGING LEADERS

MEMBERSHIP BY THE NUMBERS

152,000 TOTAL MEMBERS
3,400 TOTAL CHAPTERS

GENDER

- Female: 60.7%
- Male: 39.2%
- Other: 0.2%

RACE/ETHNICITY

- White/Caucasian: 61.0%
- Asian: 18.6%
- Latino/Hispanic: 8.4%
- Black: 6.1%
- American Indian: 1.8%
- Native Hawaiian: 0.7%
- Other: 0.1%
- Prefer Not to Respond: 2.8%

COLLEGE MAJOR

<table>
<thead>
<tr>
<th>DECA</th>
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<tbody>
<tr>
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CAREER PLANS

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## Dynamic Impact on College + Career Success

### 21st Century Skills

- **98%** of DECA members report they gained skills in problem solving.
- **97%** of DECA members report they learned how to communicate thoughts and ideas.
- **86%** of DECA members report they learned how to work as part of a team.
- **98%** of DECA members report they gained skills to improve personal and professional behavior.

### College + Career Plans

- **73%** of DECA members report that DECA has influenced their career plans.
- **91%** of DECA members report that participation in DECA prepared them academically for college and a career.
- **66%** of DECA members have an increased desire to own a business.
- **98%** of DECA members report they gained skills to improve personal and professional behavior.
- **92%** of DECA members report that DECA experiences empowered them to become an effective leader.

### Preparing the Next Generation

- **91%** of DECA members report that DECA experiences connected school to the real world for them.
- **82%** of DECA members recognized the benefit and responsibility of community service.
- **76%** of DECA members report they are more interested in attending school.

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[DECA Logo]

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**DECA**

**PARTNER OPPORTUNITIES | 8**
CONNECT WITH YOUR DESIRED TARGET MARKET

HIGH SCHOOL STUDENTS
High school students with interests in marketing, finance, hospitality, management, entrepreneurship and leadership usually join a DECA chapter at their high school when they are enrolled in a course in these content areas.

- 133,000 chapter members
- 500 association leaders

HIGH SCHOOL EDUCATORS
High school classroom teachers of business, marketing, finance, hospitality, entrepreneurship and financial literacy. They have the responsibility of providing guidance and counsel for managing and operating the DECA chapter on behalf of the high school.

- 5,000 chapter advisors
- 3,200 chapters

COLLEGIATE STUDENTS, FACULTY AND ADVISORS
Collegiate DECA is comprised of members and advisors at the postsecondary level and affiliate as part of a Collegiate DECA chapter at their college or university.

- 5,500 chapter members
- 260 chapter advisors (faculty or student services staff)
- 210 chapters

CHARTERED ASSOCIATION MANAGERS
Managers of DECA’s state and provincial associations who are key decision makers on behalf of their association and have direct connections with chapter advisors.

- 50 high school chartered association advisors
- 25 collegiate chartered association advisors

DECA
PARTNER OPPORTUNITIES | 9
DECA’s mission of preparing emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management will provide career-ready employees for the talent pipeline. DECA’s cutting-edge programs provide students the opportunity to learn academic content, apply learning to develop technical skills and obtain 21st Century Skills.

With most DECA advisors serving as certified educators, DECA programs are delivered directly in the classroom through instruction and applied learning. Partners look to DECA for this direct access to classrooms that span coast to coast on a national scope, including a handful of countries and territories.

Career and Technical Student Organizations (CTSOs) are considered integral to the Career and Technical Education curriculum and provide special status and access to schools and students. DECA is one of nine recognized CTSOs. DECA also provides extensive professional learning opportunities for its DECA advisors to best integrate DECA into the classroom.

Our greatest strength is our ability and willingness to work with our partners to design a partnership that serves both of our missions. DECA has managed hundreds of programs, projects, partnerships and grants totaling more than 40 million dollars over the last 25 years. DECA leverages its resources to ensure it maximizes the investment of funds in program and service delivery.
With an ambitious corporate responsibility goal to serve 20 million students by 2025, Intuit partners with DECA to deliver programs that promote career readiness and financial readiness to our expansive membership. Intuit has been a premier content provider of Design for Delight and financial readiness workshops, sponsor of competitive events and premier sponsor of the Intuit Innovation Challenge.

Since the inception of the partnership, Intuit has engaged thousands of DECA members.
FOSTERING TALENT DEVELOPMENT FOR RESTAURANT MANAGEMENT

WHATABURGER

As Whataburger quickly expands its footprint into more states, the company known for its delicious, made-to-order burgers came to DECA for a centralized strategy to build interest in restaurant careers across all their locations.

“We have hundreds of stories of employees – whom we call Family Members - who started with us as teenagers, and because of our development programs, they now run multi-million dollar restaurants leading teams of more than 100 people,” said Pam Nemec, Senior Vice President for Human Resources and Brand Culture at Whataburger. “We’re excited to share those opportunities with DECA members and give them the tools to take charge of their futures.”
In 2015, the J. Willard and Alice S. Marriott Foundation approached DECA to help build a pipeline of talent to shape the future of the hospitality industry. The annual grant provides cutting-edge, virtual simulations to thousands of DECA members, delivers curriculum grants to hundreds of DECA advisors and removes barriers to access these resources and professional development for students and teachers from minority, at-risk and underserved populations.

Throughout the years, more than $1 million have contributed to programs engaging more than 75,000 DECA members.
CASE STUDY

RECRUITING TOP STUDENTS FOR COLLEGE ENROLLMENT

FIDM/FASHION INSTITUTE OF DESIGN & MERCHANDISING

A 40-year partner with DECA, FIDM taps into our academically prepared DECA members whose college and career interests align with FIDM’s degree programs, thus giving them highly-qualified leads of potential students.

To achieve brand recognition, FIDM sponsors a competitive event and a challenge and engages at educational conferences. FIDM also provides presentations for DECA advisors to use in their classrooms.
BE IN GOOD COMPANY

DECA has managed hundreds of projects and grants totaling more than 40 million dollars over the last 25 years with some amazing brands and partners.
JOIN THE NATIONAL ADVISORY BOARD

The National Advisory Board (NAB) is comprised of more than 50 corporations, foundations, universities and associations that provide recommendations, advice and support to the DECA Inc. Board of Directors, staff, advisors and chartered associations.

Affiliation is open to corporations and organizations that share DECA’s commitment to preparing emerging leaders and entrepreneurs with an annual minimum investment of $5,000.

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**BENEFITS**

- Affiliate as an official partner of a highly regarded career and technical student organization.
- Gain access to DECA student members and 2,400+ educators who opt-in.
- Network with like-minded businesses and organizations invested in preparing emerging leaders and entrepreneurs.
- Increase your visibility with your logo on DECA’s partner webpage and recognition in communications and conference publications.
- Access exclusive member-only discounts on advertising and exhibits.

**COMMITMENT**

- Financially support DECA’s mission and programs.
- Engage personnel from your company in DECA’s programming at the local, state and international levels – as appropriate to your partnership.
- Volunteer to evaluate competitive events and projects.
- Identify one representative to actively participate in DECA National Advisory Board activities.
LET’S PREPARE EMERGING LEADERS TOGETHER

OPPORTUNITIES
PREPARE MEMBERS FOR COLLEGE + CAREERS

COMPREHENSIVE LEARNING PROGRAM
DECA’s Comprehensive Learning Program offers exciting opportunities for classroom activities that connect classroom instruction to college and careers. DECA’s activities naturally support programs of study in the Career Clusters® of marketing, business management, finance and hospitality, making it easy to incorporate DECA into curriculum and courses.

When using program components as application or extended learning activities, student members are rigorously engaged in relevant exercises that develop the problem-solving and comprehension skills essential for college and careers. DECA’s Comprehensive Learning Program supports the development of 21st Century Skills.

COMPONENTS
- Competitive Events
- Challenges
- Classroom Connection
- DECA Connect
- Emerging Leader Series
- School-based Enterprises
- Scholarship Program
- Advisor Professional Learning
- Advisor Mentoring
COMPETITIVE EVENTS

PROMOTE CAREER READINESS THROUGH DECA’S FLAGSHIP PROGRAM

Motivate DECA members to learn valuable 21st Century skills as well as industry-validated knowledge and skills necessary for career success.

- Promote your brand and partnership year-round through one of DECA’s most participated in learning programs.
- Your company name or logo will appear in the DECA Guide, ICDC registration guide, ICDC program/app, ICDC on-site signage, ICDC general sessions and more.
- Recognize top performers on-stage during the ICDC Grand Awards Session with a trophy with your company name, as well as with cash awards. Photographs will be taken with top performers.
- Provide volunteer judges to evaluate competitors.
- Collaborate with DECA’s Program Team to brainstorm scenarios.

$7,000 PER HIGH SCHOOL COMPETITIVE EVENT

$3,000 PER COLLEGIATE COMPETITIVE EVENT
HIGH SCHOOL COMPETITIVE EVENTS

BUSINESS MANAGEMENT + ADMINISTRATION
- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Business Solutions Project
- Career Development Project
- Community Awareness Project
- Community Giving Project
- Financial Literacy Project
- Human Resources Management Series
- Principles of Business Management and Administration
- Sales Project

ENTREPRENEURSHIP
- Business Growth Plan
- Entrepreneurship Series
- Entrepreneurship Team Decision Making
- Franchise Business Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Start-up Business Plan
- Virtual Business Challenge – Entrepreneurship

FINANCE
- Accounting Applications Series
- Business Finance Series
- Business Operations Research
- Business Consulting
- Business Services Team Decision Making
- Principles of Finance
- Business Law and Ethics
- Business Strategy
- Business Problem Solving
- Business Law and Ethics Team Decision Making
- Business Operations Research
- Business Consulting
- Business Services Team Decision Making
- Principles of Finance
- Business Law and Ethics
- Business Strategy
- Business Problem Solving
- Business Law and Ethics Team Decision Making
- Business Operations Research
- Business Consulting
- Business Services Team Decision Making
- Principles of Finance
- Business Law and Ethics
- Business Strategy
- Business Problem Solving

HOSPITALITY
- Hospitality Services Team Decision Making
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Principles of Hospitality and Tourism
- Quick Serve Restaurant Management Series
- Restaurant and Food Service Management Series
- Travel and Tourism Team Decision Making
- Virtual Business Challenge -Hotel Management
- Virtual Business Challenge – Restaurant

PERSONAL FINANCIAL LITERACY
- Personal Financial Literacy
- Virtual Business Challenge - Personal Finance

MARKETING
- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Operations Research
- Buying and Merchandising Team Decision Making
- Food Marketing Series
- Integrated Marketing Campaign-Event
- Integrated Marketing Campaign-Product
- Integrated Marketing Campaign-Service
- Marketing Communications Series
- Marketing Management Team Decision Making
- Principles of Marketing
- Professional Selling
- Retail Merchandising Series
- Sports and Entertainment Marketing Operations Research
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Virtual Business Challenge – Fashion
- Virtual Business Challenge – Retail
- Virtual Business Challenge – Sports

Subject to availability.
COLLEGIATE COMPETITIVE EVENTS

BUSINESS MANAGEMENT + ADMINISTRATION
- Business Ethics
- Business Research
- Human Resource Management
- Retail Management

ENTREPRENEURSHIP
- Entrepreneurship Operations
- Entrepreneurship - Starting a Business
- Entrepreneurship - Growing Your Business

FINANCE
- Corporate Finance
- Financial Accounting
- Financial Statement Analysis
- Managerial Accounting

HOSPITALITY
- Event Planning
- Hotel and Lodging
- Restaurant and Food Service Management
- Travel and Tourism

MARKETING
- Advertising Campaign
- Business Research
- Business-to-Business Marketing
- Emerging Technology Marketing Strategies
- Fashion Merchandising and Marketing
- International Marketing
- Marketing Communications
- Marketing Management
- Professional Sales
- Sales Management Meeting
- Sports and Entertainment Marketing

Subject to availability.
CHALLENGES

DEVELOP A UNIQUE, HANDS-ON LEARNING EXPERIENCE

Enlist the creativity and innovation of DECA members to help your company or organization solve a problem or promote a cause by developing a unique, specific challenge.

- Collaborate with DECA’s Program Team to develop the guidelines, promotion plan and evaluation process as the title sponsor.
- Promote your brand and partnership year-round in numerous DECA publications and online.
- Recognize top performers on-stage during ICDC with a plaque featuring your company name or logo, as well as with scholarships or cash awards. Photographs will be taken with challenge top performers (if attending ICDC).
- Provide volunteer judges to evaluate the challenge entries.

$5,000 MINIMUM INVESTMENT
Bring the classroom to life by providing a turn-key lesson plan, classroom activity or resources for DECA advisors to use with their student members.

- Collaborate with DECA’s Program Team to curate a valuable lesson plan or classroom activity connected to national curriculum standards and DECA performance indicators.
- Components may include an instructional video, worksheets, online activity and more.
- Delivered directly to the inbox of DECA’s advisors each Thursday through a customized and branded e-mail that exclusively features one company.

CLASSROOM CONNECTION

DELIVER A CLASSROOM ACTIVITY VIRTUALLY TO 5,500 CLASSROOMS

$2,000 PER WEEKLY EMAIL
NAB partners receive a 25% discount
SHARE YOUR EXPERTISE WITH DECA MEMBERS ON-DEMAND

Provide an on-demand session or host a live workshop delivered through our DECA Connect online community.

- Deliver your content to a select audience — Collegiate DECA members, DECA high school association officers or participants in the DECA Advisor Mentoring Network.
- Receive an invitation to join the community for a period of two weeks before and two weeks after your scheduled delivery date.
- Promote your session through the online community e-mail, app notification, live feed and upcoming event features.
- Provide a downloadable worksheet or handout.
- Maximize your exposure with on-demand access beyond the launch date.

$2,000
PER ENGAGEMENT
EMERGING LEADER SERIES

SUPPORT THE YEAR-LONG DEVELOPMENT OF DECA’S LEADERS

Promote your brand and partnership to DECA’s most engaged student leaders.

- Support thousands of chapter leaders by promoting your brand and partnership on DECA’s Elevate curriculum designed for DECA chapter leaders.
- Support hundreds of association leaders by promoting your brand and partnership through DECA’s Empower curriculum and online community designed for DECA association leaders.
- Your partnership will assist DECA with the development of additional leadership resources and the annual review of curriculum.

$2,000 YEAR-LONG CO-SUPPORT OF ELEVATE

$2,000 YEAR-LONG CO-SUPPORT OF EMPOWER
SCHOOL-BASED ENTERPRISE

Support Work-Based Learning through School-Based Labs

School-based Enterprises (SBE) provide realistic, practical learning and work experiences to help DECA members practice 21st Century skills, demonstrate key workplace knowledge and reinforce classroom instruction.

- Promote your brand and partnership of the SBE Certification Program and SBE Academy at ICDC. Your company name or logo will appear on the SBE webpage, in the DECA Guide, ICDC registration guide, ICDC program/app and more.
- Recognize gold-certified SBEs with a plaque featuring the logos of co-supporters usually on display in the SBE.
- Provide volunteers to evaluate the SBE certification entries and provide program advice and guidance.
- ICDC competition benefits are the same as the benefits for Competitive Event Sponsors.

$3,000 Co-Support of the Certification Program + SBE Academy
$7,000 ICDC SBE Competition (2 AVAILABLE)
PARTNER OPPORTUNITIES

DEMONSTRATE YOUR COMMITMENT TO CONTINUING EDUCATION

Directly support DECA members with the opportunity to learn, grow and develop in their chosen career fields by providing a donation to DECA’s merit-based scholarship fund.

- Connect your brand to the education and development of passionate emerging leaders and entrepreneurs through year-round promotion of the scholarship program in numerous DECA publications and online. Your company name or logo will appear on the scholarship webpage, in the DECA Guide, ICDC registration guide, ICDC program/app and more.
- Sponsored scholarships are fully managed by DECA — from promoting your scholarship, collecting applications, judging and selection, to awarding of scholarship funds.
- Recognize recipients on-stage during ICDC. Photographs will be taken with recipients (if attending ICDC).

SCHOLARSHIP PROGRAM

$2,000 MINIMUM INVESTMENT
ADVISOR LEARNING SERIES

SUPPORT THE PROFESSIONAL LEARNING OF DECA ADVISORS

DECA enhances teaching and learning by offering performance improvement tools and resources through our Advisor Professional Learning Series.

- Collaborate with DECA’s Program Team to identify an opportunity to promote your brand and partnership at an in-person professional learning event.
- Deliver a virtual, on-demand professional learning session featured in one DECA Direct Weekly and through one e-mail completely focused on the session.
- This series of professional learning series delivers insights, innovations and opportunities to educators of marketing, finance, hospitality, management, entrepreneurship and personal financial literacy.

$3,000 PER ENGAGEMENT
BUILD A NETWORK OF SUPPORT FOR NEW CHAPTER ADVISORS

Reach an audience of our newest DECA advisors and our most engaged experienced advisors by supporting our Advisor Mentoring Network.

- Promote your brand and partnership year-round in the DECA Connect online community.
- Amplify your partnership with a digital advertisement in monthly e-mails (August to May).
- Deliver one on-demand session through the online community.

$5,000 YEAR-LONG CO-SPONSORSHIP
PROMOTE YOUR BRAND + MESSAGE

ADVERTISING
Collaborate with DECA to create an integrated communications strategy for your company or organization to:

- Promote your product(s) to an influential teen market with discretionary, spendable income.
- Recruit academically prepared students to your college, university, academic program or company.
- Advertise your fundraising opportunities and products.

DECA’s omni-channel, integrated marketing and communications strategy delivers results. Serving at the core, DECA Direct Online hosts everything our members want and need all in one place, making it a tremendous member benefit. From there, specific tactics are deployed over a variety of mediums and to numerous specialized audiences completing the seamless push-pull strategy.

**COMPONENTS**

- DECA Direct Online
- DECA Direct Weekly
- DECA Social Media
- DECA Connect
- Back-to-School Box
- DECA Guide
DECA DIRECT ONLINE

FEATURE YOUR MESSAGE ON DECA’S ONLINE NEWS HUB

DECA Direct Online is the one-stop location for news, tips and resources for DECA members and advisors, making it an exceptional member benefit.

- Put your brand front and center with a banner advertisement.
- If you need more space than a banner advertisement, promote your product or service through a one-time advertorial.
- Provide sponsored content through a monthly blog series on topics important to you and DECA on the latest exciting innovations.

$2,000 PER MONTH
BANNER ADVERTISEMENT + ARTICLE
DECA DIRECT WEEKLY

GET YOUR MESSAGE DIRECTLY IN THE INBOXES OF 10,000+ TEACHERS AND STUDENTS

DECA Direct Weekly emails are delivered to high school and college students and educators with the latest DECA news each Tuesday.

- Reach the audience of your choice—DECA chapter advisors, DECA high school student members or Collegiate DECA advisors and student members.
- Your advertisement will be featured in four consecutive weekly emails during your chosen month.

$2,000 INCLUDES FOUR CONSECUTIVE EMAILS
NAB partners receive a 25% discount
SOCIAL MEDIA

PUT THE POWER OF DECA’S SOCIAL MEDIA TO WORK FOR YOUR BRAND

DECA’s social media platforms are daily sources of information for thousands of students and teachers with a combined following of over 75,000.

- Create your own social media post and DECA will post to your preferred social media outlet to reach DECA’s followers.
- Promote your product(s) and service(s) to an influential teen market with discretionary, spendable income.
- @decainc accounts have 25.2K Facebook followers, 25.5K Twitter followers and 18.1K Instagram followers
- @collegiatedeca accounts have 3.9K Facebook followers, 3.4K Twitter followers and 0.9K Instagram followers.

$400-$500 PER POST
NAB partners receive a 25% discount
DECA CONNECT

GET CONNECTED THROUGH DECA’S ONLINE COMMUNITY

Join Collegiate DECA Connect, our virtual hub with 1,000+ members.

- Create a member profile.
- Post internship and career opportunities.
- Participate in the conversation through the news feed and discussions.
- Be included in our listing of partners within the Collegiate DECA Connect Community.

$1,000 YEAR-LONG ACCESS
NAB partners receive a 25% discount
BE PART OF DECA’S HIGHLY ANTICIPATED ANNUAL MAILING

DECA chapter advisors eagerly await this annual box of resources for their high school classrooms delivered each August.

- Deliver your message to 5,500 high school classrooms.
- Provide your printed flyer or postcard, or share finished poster artwork and we do the rest.
- Capture the attention of advisors and members with your unique designs.

BACK-TO-SCHOOL BOX

$1,500
POSTCARD OR FLYER + PRINTING
NAB partners receive a 25% discount

$5,000
POSTER INCLUDING PRINTING
NAB partners receive a 25% discount
DECA GUIDE

ADVERTISE IN THE GUIDE USED IN THE CLASSROOM ALL YEAR LONG

The DECA Guide is the ultimate year-long resource for all DECA’s programs, including our signature competitive events program.

- The most-used classroom tool sent to 5,500 DECA chapter advisors in the “Back to School” box.
- Your full-page, full-color advertisement can attract the attention of DECA members and advisors year-round as they review DECA’s Comprehensive Learning Program.
- Year-round exposure in the DECA Guide means being seen by DECA’s 125,000 competitors.
- Special placement can be arranged based on availability to target your exposure.

$2,000-$6,500 PER ADVERTISEMENT
NAB partners receive a 25% discount
# DECA GUIDE ADVERTISEMENTS

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<th>High School Guide</th>
<th>Collegiate Guide</th>
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Partners receive a 25% discount on DECA Guide advertisements.
CONNECT + ENGAGE + ADVERTISE

EDUCATIONAL CONFERENCES
Each of DECA’s Educational Conferences has unique opportunities for our partners to:

- Connect in-person with DECA members and advisors.
- Engage with DECA members and advisors through the learning process.
- Advertise your company or organization’s products or services.

DECA’s Educational Conference are targeted, highly-focused learning experiences for students and advisors that support National Curriculum Standards and the development of 21st Century Skills. Each of DECA’s vibrant educational conferences bring our members into the larger DECA community while providing unique opportunities to extend classroom learning.

EDUCATIONAL CONFERENCES

OPPORTUNITIES

- Exhibits
- Program + App Advertisements
- Registration Inserts
- Meal Functions
- Content Delivery
- Volunteer
INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book and/or mobile app
- Recognition as a sponsor on conference website
- On-site signage at sponsored event
- Overall partner mentions on social media
- Overall partner mentions in the DECA Direct conference email
- Opportunity to serve as a judge for student competitions (if applicable)
EMERGING LEADER SUMMIT  
July 10-12  
Washington, D.C.

CHARTERED ASSOCIATION MANAGEMENT CONFERENCE  
August 11-13  
Atlanta, GA

COLLEGIATE DECA ENGAGE CONFERENCE  
November 11-13  
Austin, TX

THE ULTIMATE DECA POWER TRIP  
November 19-21  
Boston, MA

NEW YORK EXPERIENCE  
November 17-20  
December 1-4  
New York City, NY

SPORTS AND ENTERTAINMENT MARKETING CONFERENCE  
February 2-6  
Orlando, FL

COLLEGIATE DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE  
April 9-12  
Baltimore, MD

HIGH SCHOOL INTERNATIONAL CAREER DEVELOPMENT CONFERENCE  
April 23-26  
Atlanta, GA
MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS AND ADVISORS IN ONE LOCATION

DECA’s exhibits are specifically designed to be an integral part of the DECA conference experience, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- Reach many customers, potential employees and prospective students — all in one place!
- Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- Special events are continually conducted in the exhibit hall to maximize traffic.

$750-$1,500 PER BOOTH
NAB partners receive a 25% discount
### Exhibits

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<th>Conference</th>
<th>The Ultimate DECA Power Trip</th>
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<tr>
<td>Location</td>
<td>Boston, MA</td>
<td>Baltimore, MD</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Attendees</td>
<td>1,200 High School Students + Teachers from up to 26 states/provinces</td>
<td>1,500 College Students from across the country</td>
<td>20,000 High School Students + Teachers from all 50 states and multiple countries</td>
</tr>
<tr>
<td>Standard Booth</td>
<td>$750</td>
<td>$750</td>
<td>$1,200</td>
</tr>
<tr>
<td>Premium Booth</td>
<td>Corner or end location</td>
<td>$1,500</td>
<td></td>
</tr>
</tbody>
</table>

**Details**

- **Standard Booth**: Exhibit fee includes a six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.
- **Premium Booth**: Exhibit fee includes a 10’x10’ draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.
- **Partners receive a 25% discount on DECA conference exhibits**
ADVERTISE IN THE MUST-READ GUIDES FOR EVERY ATTENDEE

DECA’s conference programs and apps are attendees’ constant companions for the agenda, maps, exhibitors, speakers and special activities.

- Put your message next to important conference information attendees will read.
- Reach highly engaged, highly motivated DECA members who are participating in DECA’s educational conferences.
- Reinforce and promote your participation in DECA’s educational conferences with specific calls to action.

PROGRAM + APP ADVERTISEMENTS

- MOBILE APP ADVERTISEMENT
  - $400-$1,000
  - NAB partners receive a 25% discount

- PROGRAM ADVERTISEMENT
  - $500-$5,500
  - NAB partners receive a 25% discount
## PROGRAM + APP ADVERTISEMENTS

<table>
<thead>
<tr>
<th>Conference</th>
<th>Collegiate ENGAGE</th>
<th>The Ultimate DECA Power Trip</th>
<th>Collegiate DECA ICDC</th>
<th>DECA ICDC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dates</td>
<td>November 11-13, 2021</td>
<td>November 19-21, 2021</td>
<td>April 9-12, 2022</td>
<td>April 23-26, 2022</td>
</tr>
<tr>
<td>Location</td>
<td>Austin, TX</td>
<td>Boston, MA</td>
<td>Baltimore, MD</td>
<td>Atlanta, GA</td>
</tr>
<tr>
<td>Attendees</td>
<td>300 College Students</td>
<td>1,200 High School Students + Teachers</td>
<td>1,500 College Students</td>
<td>20,000 High School Students + Teachers</td>
</tr>
<tr>
<td>Program: Back Cover</td>
<td>$1,500</td>
<td>$5,500</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program: Inside Cover</td>
<td>$1,000</td>
<td>$4,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program: Full Page Ad</td>
<td>$750</td>
<td>$3,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Program: Half Page Ad</td>
<td>$500</td>
<td>$2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>App: Banner Ad</td>
<td>$400</td>
<td>$500</td>
<td>$500</td>
<td>$1,000</td>
</tr>
<tr>
<td>App: Enhanced Profile</td>
<td>$400</td>
<td>$500</td>
<td>$500</td>
<td>$1,000</td>
</tr>
</tbody>
</table>

Partners receive a 25% discount on DECA conference advertisements.
REGISTRATION INSERTS

PUT YOUR MESSAGE IN THE HANDS OF CONFERENCE ATTENDEES

Include a special message or swag item along with conference materials all attendees receive during registration.

- Get your message directly to every conference attendee.
- Drop a promotional postcard, discount flyer or special offer in the conference registration packet.
- Give away a branded swag item in the conference registration packet.
- Draw attention to your booth and remind attendees of your products and/or services.

$300-$1,000 + COST OF PRINTING OR ITEM
NAB partners receive a 25% discount
## MEAL FUNCTIONS

**SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE**

Be the premiere sponsor of a meal function or refreshment break during a conference.

- Share a postcard or flyer with all attendees (meal function) or place flyers at the refreshment station.
- Provide a brief greeting and announcement during the meal function.
- Promote your company’s brand with your logo on the agenda of the meal function.

### $5,000-$20,000
**MEAL FUNCTIONS**
(BASED ON ACTUAL COST)

### $1,000
**BEVERAGE STATION**
Deliver meaningful, relevant content that supports the conference learning program.

- Collaborate with DECA’s Program Team to find a win-win opportunity to deliver meaningful, relevant content to a targeted audience of DECA members or advisors.
- Formats may include presentations, panel discussions, roundtable discussions, one-on-one feedback sessions and more.
- The biography and photo of your speaker, as well as your company’s logo, description and website, will be featured with the session attendees.

COST VARIES
SHARE YOUR BUSINESS EXPERTISE

Inspire emerging leaders and entrepreneurs, and you’ll be so impressed you’ll forget they are just in high school or college. The opportunity is priceless.

- Evaluate high-achieving, business-minded students participating in DECA’s Competitive Events Program as they present projects to industry professionals or engage in business simulations.
- Serve as an executive mentor and share your career experiences through interactive, roundtable discussions.
- Virtually evaluate additional DECA programs such as school-based enterprise certifications, scholarship applications, challenge entries and more.

VOLUNTEER OPPORTUNITIES

BOSTON, MA
NOVEMBER 20, 2021

BALTIMORE, MD
APRIL 11-12, 2022

ATLANTA, GA
APRIL 24-26, 2022
GET IN TOUCH

partnership@deca.org | (703) 860-5000 | www.deca.org