

Arizona Collegiate DECA

2017-2018 Yearly Sponsor Packet

#DECAIntheSun

“Arizona Collegiate DECA ensures students have the professional development skills, networking connections and confidence to enter the workplace.”

Arizona Collegiate DECA

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Yearly Sponsor Packet

Goals

Arizona Collegiate DECA is an educational nonprofit organization that plans semi-annual conferences to prepare students for the workforce through case competitions. Your donation would help us with the cost of these conferences. Our goal is to create a lasting partnership with businesses in the Arizona community to provide emerging talent connections to the workforce.

What is DECA?

DECA is an educational nonprofit organization that prepares emerging leaders for industry. DECA is broken down into two divisions, collegiate and high school. Through this international organization, collegiate students participate in case competitions that revolve around issues businesses face every day. These events fall into the clusters of Marketing and Communications, Business Management and Administration, Hospitality and Tourism, Finance and Accounting, and Entrepreneurship.

Through our semi-annual conferences, collegiate students compete against their peers on how to handle real life business situations to an industry professional. The industry expert then gives the student feedback on their presentation.

Other portions of Collegiate DECA conferences include professional development workshops where students learn key skills including elevator pitch execution, proper professional etiquette, interview tips, and business ethics. These workshops allow students to learn from and network with their peers and industry professionals.

How Can DECA Help You?

Through a partnership with Arizona Collegiate DECA, you are supporting a comprehensive learning program that empowers youth and your corporate vision of getting ready for tomorrow, today. At the same time, you are gaining direct access to high school and college students and teachers in all 50 states, U.S. Territories, Canada, Mexico and Germany.

Primary benefits include:

- A pipeline to 200,000 semi-trained, career-focused retail and corporate employees.
- A sales and marketing channel to 5,000 high school and college campuses across the U.S., U.S. Territories, Canada, Mexico and Germany.
- A business investment that fulfills your commitment to corporate social responsibility

Yearly Plans

Arizona Collegiate DECA plans a variety of events and conferences through the year. More information on all events can be found at <http://www.azcollegiatedeca.org/upcoming-events.html>

These events include:

- Six Career Immersion Events
- Semi-annual Arizona Career Development Conferences
- DECA Engage Conference in New York City
- Multiple Community Service Events
- International Career Development Conference in Washington DC

Students from universities and community colleges across Arizona will participate in these events (Full list of attending colleges can be found at <http://www.azcollegiatedeca.org/arizona-chapters.html>).

Hit Your Market!

Choose from a selection of sponsorship packages below, which can be tailored to meet your company budget and strategies in targeting your specific market. Arizona Collegiate DECA has approximately 250 registered members **ages 18-22**. Your logo will appear on Arizona Collegiate DECA Social Media pages and our website.

Product or Cash Donation Sponsorship

A direct trade-off of your company's products/services/cash donation in exchange for any package feature(s) listed below - conducive to the nature of your product and equivalent to the exchange value.

Sponsorship Opportunities

All packages can be tailored to fit your budget and target audience.

We thank you for taking the time to review this information and for your support of Arizona Collegiate DECA. If you have any follow up questions, please reach out to **Dominic Padula, Director of Community Outreach** at dpadula24@gmail.com or (480)-431-3155. Thank you and we look forward to working with you.

Arizona Collegiate DECA Events:

Career Immersion Events

Our Career Immersion events are guided industry tours that are aimed to give our students a behind-the-scenes look at what their future career could be. Each month we will tour a business related to one of the five main industry tracks: Marketing, Finance, Hospitality, Management, Entrepreneurship. Our goal is to show students what a day in the life is like within these industries to help them choose a future career path.

Arizona Career Development Conference

The semi-annual state conferences will be a full day of developmental exercises. Students will participate in case study competition, attend professional development workshops, and network with their peers and industry professionals.

Engage - International Conference

The Engage Conference is held by the National DECA organization in New York City. The Engage conference will give students the opportunity to explore the many industries that New York offers through guided industry tours. After a day of learning and engaging with top New York businesses, students will put their knowledge to the test in a day long case competition. More information can be found at <https://www.deca.org/college-programs/cla/>

Community Service Events

Arizona Collegiate DECA is also proud to partner with our community and has donated time, money and other resources to charities including the Muscular Dystrophy Association, the Lion's Camp Taitye, and the Tumbleweed Center for Youth Development

International Career Development Conference

The International Career Development Conference (ICDC) is the final conference of the year. This conference serves as the final competition for all of Collegiate DECA. This is where the winners of the Arizona State Conferences compete against other Collegiate chapters at an international scale. The top three winners are recognized after three days of intense competition.. Along with competition, students spend a day hearing from a panel of experts in their career track on how to stand out in the competitive job market.

Blue Diamond Yearly Sponsorship

\$150 Package

- Your company logo will be displayed on one Social Media posts and our website through the year
- Your company will receive a special thank you and a representative from your company will receive a gift during the recognition ceremony at both state held conferences
- Your company logo will appear on our conference program at both state events
- Your company will receive a career fair booth at both state held conferences
- Your company will become a part of our network gaining access to our brand and resources

Gold Diamond Yearly Sponsorship

\$300 Package

Includes every feature within the Blue Diamond Yearly Sponsorship Package PLUS:

- Your company logo displayed on at least two Social Media posts and our website through the year
- Your company will receive a sponsor slot on all emails sent to students, advisors, and alumni.
- Your company will be announced during all general sessions at the two state held conferences
- Your company banner will be hung at both state events. (Banner must be provided by you)
- We will connect you with chapter leaders to facilitate a working relationship
- Your company will be part of an opt-in on our yearly registration.
- Your company will be displayed as a sponsor on one competitive event and one workshop at both state held conferences

Platinum Diamond Yearly Sponsorship

\$500 Package

Includes every feature within the Gold Diamond Sponsorship Package PLUS:

- Your company logo displayed on 4 Social Media posts
- Your company will receive a special slot at closing session of one state conference to present to an audience of our students, advisors, and alumni
- Your company will have flyers (you will provide the flyers) inserted into each of the registration packets for all attendees at both Arizona Career Development Conferences
- Your company will receive a spot on our ICDC t-shirts that are distributed to students and advisors attending the International Career Development Conference in front of 2,500 students and advisors
- Your company will receive a special thanks section on our website (<http://www.azcollegiatedeca.org/state-sponsors.html>) for school year (August 1st - May 31st)
- Premium Career Fair booth selection