

# Arizona Collegiate DECA

## 2018 Arizona Career Development Conference

### 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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Website: <https://www.azcollegiatedeca.org/acdc.html>

## 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. We are excited to be trying a two-day conference for the first time. This will give students a feel for what a real business conference feels like. We are excited for the opportunity however, this will lead to an increase in cost.

## Arizona Collegiate DECA Conferences

Through this international organization 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 conferences students compete against their peers on how they would handle real life business situations while presenting to an industry professional who gives them feedback on their ideas.

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

Arizona Collegiate DECA is also proud to partner with our community and has donated time, and other resources both inside and outside of conferences to charities such as; Muscular Dystrophy Association, The Lion's Camp, and the Tumbleweed Center for Youth Development

## How Can DECA Help You?

Through a partnership with DECA, you are supporting a comprehensive learning program that empowers youth, your corporate vision, 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 of 200,000 career-focused retail and corporate students.
- 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

## Hit Your Market!

Choose from a select of sponsorship packages below, which can be tailored to meet your company budget and strategies in targeting your specific market. Main demographics for this event will be colleges students ages 18-22. The expected attendance will be 200 people. Your logo will appear on the Arizona Collegiate DECA social media campaign through Facebook, Instagram, Twitter, and our website.

### Event Details

Sponsor products and funds will go directly to the organization and the overall operation of the Arizona Career Development Conference. More details can be found at <https://www.azcollegiatedeca.org/acdc.html>

Date: February 23<sup>rd</sup>-24<sup>th</sup>, 2017

Location: Grand Canyon University

Students from universities and community colleges across Arizona will attend the Arizona Career Development Conference (full list of attending colleges can be found at <http://www.azcollegiatedeca.org/arizona-chapters.html>). Students will participate in case studies competition. In addition, students will attend professional development workshops, network with their peers, and with industry professionals.

## Sponsorship Opportunities

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

### 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.

### Blue Diamond Sponsorship

#### \$50 Package

- Your company logo will be displayed on one Social Media post and our Arizona Career Development Conference page on <http://www.azcollegiatedeca.org>, in web posters and/or listed individually. For one week prior to and one week after the conference.
- Your company name will be announced during general sessions at least 2 times throughout the day
- Your company logo will appear on our conference program
- You will receive a booth at our career fair

## Gold Diamond Sponsorship

### \$100 Package

Includes every feature within the Blue Diamond Sponsorship Package PLUS:

- Your company logo displayed on at least two Social Media posts and our Arizona Career Development Conference on <http://www.azcollegiatedeca.org>, in web posters and/or listed individually. For one week prior to and one week after the conference.
- Your company name announced at least 4 times throughout the day.
- A representative from your company will be awarded with a gift during our recognition ceremony
- Your company banner will be displayed in the conference area (You must supply banner)
- One event will be named for your company (Marketing Management sponsored by “DECA Inc.”)

## Platinum Diamond Sponsorship

### \$150 Package

Includes every feature within the Gold Diamond Sponsorship Package PLUS:

- Your company name/logo will be displayed on 4 Social Media post and our website in web posters and/or listed individually. For one week prior to and one week after the conference.
- Your company will have flyers inserted into each of the registration packets for all attendees
- Your company name will be announced before and after all breaks throughout the day
- Your company will be featured in our Snap Chat story that all attendees can view through the day.
- Your company will receive a special thanks section on our website (<http://www.azcollegiatedeca.org/state-sponsors.html>) for one week prior to and week after the conference
- You will have premium table selection for our career fair

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 Relations at [dpadula24@gmail.com](mailto:dpadula24@gmail.com) or (480)-431-3155. Thank you and we look forward to working with you.