

October 15, 2021

Potential Partners,

Through a partnership with Idaho DECA, business can support a comprehensive co-curricular learning platform that empowers youth across Idaho to become academically prepared, community oriented, professionally responsible, and experienced leaders. With your commitment our emerging leaders and entrepreneurs are able to expand their opportunities, learn key business principles, and inspire their communities toward continued greatness.

While gaining a valuable high school education, Idaho DECA members are connected to a network of more than 270,000 members worldwide, including all fifty states and nine countries. Idaho DECA's intra-curricular platform integrates into classroom instruction, applies learning, promotes competition, and connects to business.

2021 marks 63 years for Idaho DECA. In that time students have been exposed to competence, integrity, innovation, and teamwork. Through our programs and initiatives, we are changing lives, empowering dreams, inspiring future leaders, and expanding possibilities.

Primary Benefits of Corporate Partnership:

- ◆ Exposure to Idaho students and teachers with highly focused college and career interests.
- ◆ Idaho DECA is a proven leader in building business and education partnerships.
- ◆ Be part of a program that continues to evolve as effective methods of supporting educational initiatives.

I would appreciate 10 minutes of your time to discuss how we might work together to achieve these goals and provide mutual benefit. Thank you for your consideration. I look forward to hearing from you soon.

Sincerely,

A handwritten signature in cursive script that reads "Gina Lyman".

Gina Lyman

State DECA Manager

208-429-5553

DECA@cte.idaho.gov

www.IdahoDECA.org



Annual Sponsorship Form

COMPANY NAME _____

CONTACT PERSON _____ TITLE _____

MAILING ADDRESS _____ EMAIL _____

PHONE _____

WEBSITE _____

2021-2022 LEVEL OF SUPPORT: \$ _____ SUBMIT CHECKS BY FEB. 1, 2022

Submit Sponsorship Form and check to: Idaho DECA, 650 W State St, STE 324, Boise, ID, 83720-0095

MEMBERSHIP SOCIETY (\$100-\$699)

- ◆ Name Printed in Conference Program
- ◆ Recognition and Thank You at the State Career Development Conference (SCDC)
- ◆ Local Business Partnership/Membership
- ◆ One Social Media Dedicated Post

PRESIDENTS SOCIETY (\$700-\$1,499)

- ◆ Logo Printed in Conference Program
- ◆ Recognition and Thank You at the SCDC Opening and Closing Ceremonies
- ◆ Local Business Partnership/Membership
- ◆ Certificate of Recognition
- ◆ Corporate Logo Printed on State Conference T-Shirts
- ◆ Complimentary 1/4 page Color Ad in Conference Program
- ◆ Five Social Media Dedicated Posts
- ◆ Idaho DECA Professional Membership

DIAMOND SOCIETY (\$1,500+)

- ◆ Logo Printed in Conference Program
- ◆ Recognition at Judges Breakfast
- ◆ Recognition and Thank You at the SCDC Opening and Closing Ceremonies
- ◆ Local Business Partnership/Membership
- ◆ Certificate of Recognition
- ◆ Corporate Logo Printed on State Conference T-Shirts
- ◆ Complimentary 1/2 page Color Ad in Conference Program
- ◆ Monthly Social Media Dedicated Posts
- ◆ Idaho DECA Professional Membership

BASED ON MY ABOVE FINANCIAL CONTRIBUTION, I WOULD LIKE TO TAKE ADVANTAGE OF THE FOLLOWING IDAHO DECA PROGRAMS, IN ADDITION TO THE GRANTED BENEFITS ON THE LEVEL OF SUPPORT:

CONFERENCE EXHIBIT BOOTH

- \$500 Corporate
- \$250 Collegiate/Education
- \$250 Conference Workshop
Provider or Judge Provider

CONFERENCE PROGRAM ADVERTISING

- \$1500 Back Cover
- \$1,000 Inside Front Cover
- \$1,000 Inside Back Cover
- \$750 Full Page Color
- \$500 Half Page Color
- \$300 1/4 Page Color

SERIES SPONSORSHIP

- \$1,000 Finance
- \$1,000 Marketing
- \$1,000 Hospitality
- \$1,000 Management
- \$1,000 Entrepreneurship

CORPORATE LOGO ADVERTISING

- \$2,500 SCDC Banner and Website
- \$3,000 SCDC Banner, Step & Repeat, and Website

ADVERTISING RATES

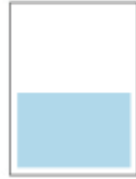
STATE CONFERENCE PROGRAM

AREA	RATE
Back Cover	\$1500
Inside Front Cover	\$1,000
Inside Back Cover	\$1,000
Full Page Color	\$750
Half Page Color	\$500
1/4 Page Color	\$300

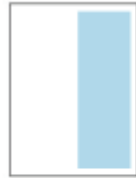
Print Deadline: February 4, 2022
 For print technical specs contact
DECA@cte.idaho.gov
 or call **208-429-5553**



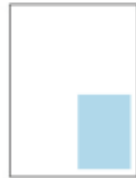
FULL PAGE
 Safety: 7.5" x 10"
 Trim: 8.5" x 11"
 Bleed: 8.75" x 11.25"



1/2 PAGE HORIZONTAL
 7.5" x 4.75"
 No bleed. Ad can fill entire area.



1/2 PAGE VERTICAL
 3.5" x 10"
 No bleed. Ad can fill entire area.



1/4 PAGE
 3.5" x 4.75"
 No bleed. Ad can fill entire area.

CORPORATE LOGO

Maximize your logo use with our Step & Repeat. When pictures are taken and reposted to social media (shared, liked, tweeted, and snapped), your logo is exponentially viewed.

STEP & REPEAT



SERIES SPONSORSHIP



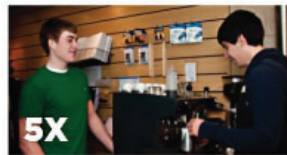
91% of DECA members report that DECA has influenced their future plans.



7X DECA members are seven times more likely to study business topics in college.



94% of DECA members report an A or B average.



5X DECA members are five times more likely to want to own their own business.

Idaho DECA has five series pathway sponsorships available; Marketing, Finance, Hospitality, Business Management and Entrepreneurship.



Details on the 58 competitive events can be found at <https://www.deca.org/high-school-programs/high-school-competitive-events>.

Series Sponsorships are offered on a first-come, first-serve basis, and provide a great opportunity for our partners to gain valuable insight, and provide our members the opportunity to connect to live business situations, circumstances, and strategic planning.

Future Major/Career Path	DECA	National
Accounting/Finance	10.1%	2.9%
Advertising/Public Relations	11.3%	0.7%
Business Administration	21.8%	6.3%
Business (International)	12.6%	1.4%
Business Owner/Entrepreneur	20.0%	3.7%
Fashion Merchandising	4.9%	2.4%
Hotel/Resort Management	2.2%	0.4%
Sales/Marketing	9.3%	0.8%