JOIN US . . .

IN SUPPORTING AND DEVELOPING TOMORROW'S LEADERS
WHY DECA?

Our Mission
DECA prepares emerging leaders and entrepreneurs in marketing, finance, hospitality and management in high schools and colleges around the globe.

Our Guiding Principles
DECA’s Comprehensive Learning Program
- Integrates into Classroom Instruction
- Applies Learning
- Connects to Business
- Promotes Competition

DECA Prepares the Next Generation to be
- Academically Prepared
- Community Oriented
- Professionally Responsible
- Experienced Leaders

VA DECA
As a co-curricular student organization, DECA’s Comprehensive Learning Program provides the foundation for rigorous, innovative, and engaging ways for our students to challenge themselves in their marketing course work by operating their school based enterprises; conducting, evaluating, and presenting innovative research projects for future or existing businesses; and seeking opportunities to become community-involved, while learning the value of giving back.

“DECA has given me the confidence to walk into a room filled with strangers and not be afraid to introduce myself to any of them. Not only have I been able to gain confidence, but DECA has given me a reason to want to continue learning and expanding my horizons as an emerging leader.”
Camryn

“While being a DECA member, I’ve been able to further my knowledge and experiences through competitions and leadership roles. These experiences have ensured success in my future career and have helped me become the leader I am today.”
Anika

“DECA’s competitive events have provided me with an unparalleled hands-on experience where I have been able to learn more about who I am and where I can excel in the workplace.”
Troy

WHY PARTNER?

- For more than 75 years, Virginia DECA has impacted the lives of countless students, educators, school administrators, and business professionals.

- We are pleased to extend this invitation to your organization as an opportunity to achieve your corporate and social responsibility goals while helping us provide Virginia’s marketing students access to the DECA experience.

ENROLL top students to your college or university
RECRUIT trained employees for your company
PROMOTE your products and/or services
ENGAGE your associates in Corporate Social Responsibility
JOIN THOUSANDS OF VIRGINIA'S FINEST STUDENTS AND TEACHERS FOR A WEEKEND PACKED WITH LEADERSHIP DEVELOPMENT, COLLEGE PREPARATION, CAREER EXPLORATION, AND PROFESSIONAL DEVELOPMENT.

March 4 - 6, 2022
Virginia Beach Convention Center

This dynamic conference provides several participation options for your brand:
- Employee Engagement & Volunteerism
- College & Career Exhibits (Leadership Village)
- Conference Materials & Giveaways
- Dynamic, Multi-Media General Sessions
- Competitive Event Sponsorship
- Student Membership Sponsorship

Tentative Agenda

**FRIDAY MARCH 4, 2022**
11:00AM - 4:00PM Leadership Village
6:00PM Opening Session
7:00PM Dinner Function

**SATURDAY MARCH 5, 2022**
7:00AM - 9:00AM Judges Report
8:00AM - 4:00PM Competitive Events
9:00AM - 2:00PM Leadership Village
9:00AM - 1:00PM Leadership Academy
2:00PM Leadership Village closes
5:00PM Dinner Function
6:00PM Business/Election Session
7:00PM Grand Awards I

**SUNDAY MARCH 6, 2022**
8:30AM Grand Awards II

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13,000+ Members

**Association Profile**

- **97%** VA DECA members that report they gained skills to improve personal and professional behavior
- **96%** VA DECA members report that they gained skills in problem solving
- **89%** VA DECA members report that DECA experiences connected school to the real world for them
- **87%** VA DECA members report that participation in DECA prepared them academically for college and a career

200 Chapters
Sponsorship Package Options

Diamond Package - $3,000
- 2-day Exhibitor Booth
- 2 Lunch tickets (2 days)
- Professional dues for 10 people
- Logo on conference screens & in program
- Sponsor listing on website
- Sponsor provided registration insert
- Competitive event sponsor
- One night lodging for two people

Commonwealth Package - $2,000
- 2-day Exhibitor Booth
- 1 Lunch ticket (2 days)
- Professional dues for 5 people
- Sponsor listing on website
- Sponsor provided registration insert
- Competitive event sponsor
- One night lodging for one person

Competitive Event Package - $1000
- 2-day Exhibitor Booth
- 1 Lunch ticket (2 days)
- Sponsor competitive event of choice (50+ available)
- On stage verbal & on-screen recognition during Grand Award Session II
- Signage with logo at competitive event area
- Sponsor listing on website

College Package - $500
- 2-day Exhibitor Booth
- 1 Lunch ticket (2 days)
- Professional dues for one person
- Sponsor listing on website

Conference Materials - Cost varies, see page 4
- Judge/Advisor Tote Bags
- Judge/Advisor Gifts
- Student conference favors

Student Membership Scholarships - $100 (sponsor 6 student members)
We have students who are unable to participate due to financial constraints - HELP US HELP THEM!
Virginia DECA is committed to helping students afford our state/national dues making them eligible to participate in the State Leadership Conference. If you would like to partner with VA DECA to provide membership dues for our most deserving students/chapters this option is ideal for your organization.

Add membership donation to any of the above packages or as a stand alone donation!

Additional Opportunities to Support VA DECA
- State Competitive Event Judge
  - Details can be found at https://www.vadeca.org/support-va-deca
- Scholarship Sponsor
  - Information about the VA DECA Foundation can be found at https://www.vadecafoundation.org/
Application and Contract

Please direct all communication and questions to Tony Dillow, Director of Corporate Partnerships
hokie7479@gmail.com

CONTACT INFORMATION

Contact Name ____________________________ Organization ____________________________
Address ____________________________________________________________
Phone ____________________________

SPONSORSHIP PACKAGE

☐ Diamond - $3,000
☐ Commonwealth - $2,000
☐ Competitive Event - $1000
☐ College - $500

CONFERENCE MATERIALS

☐ Advisor Tote (300 est.) - $400-$500 approx.
☐ Judge Tote (300 est.) - $300-$400 approx.
☐ Advisor Gift (300 est.) - $1000-$3000 approx.
☐ Judge Gift (300 est.) - $1000-$3000 approx.
☐ Advisor Insert (300 est.) - $300
☐ Participant Insert (4200 est.) - $1000

Student Membership

☐ Scholarships for 6 student memberships - $100
☐ Multiple scholarship packages. We would like to provide _______ Student Membership scholarship packages for a total of $________

IMPORTANT DEADLINES

Feb. 1, 2022 Contract and Logo/Artwork Submitted - to guarantee placement on all printed, custom, or digital items
Feb. 14, 2022 Contract and Logo/Artwork Submitted - to guarantee placement on all digital items with printed or custom items where possible to meet print deadlines
Feb. 21, 2022 Payment Due in Full

AGREEMENT & PAYMENT TERMS

Payment is due in full to Virginia DECA by Feb. 21, 2022. Checks or Money Order must be made payable to Piedmont Virginia Community College (PVCC). Payment should be mailed to VA DECA at: PO Box 301, Quinton, VA 23141.

I have read and understand the detailed Agreement Terms outlined on page 6.

__________________________________________  ________________________________
Signature                                      Date
Agreement Terms and Payment Details

PURPOSE
This conference is conducted for educational and informational purposes. Sales activities are not permitted by exhibitors. Exhibitors are encouraged to explain, show, or demonstrate products or services where appropriate for your organization/business.

BRANDED LOGO & ARTWORK
All logo or artwork to be submitted to VA DECA for use on website, print/digital media, or custom items must be submitted by Feb. 1, 2020 to be guaranteed inclusion in conference materials. Images should be a 300 dpi minimum. Transparent backgrounds are preferable (but not required).

EXHIBIT EQUIPMENT
Virginia DECA will provide a 6-foot draped table and 2 chairs. The fee DOES NOT INCLUDE labor, shipping charges, special lighting, internet connections, or electrical connections.

The use of devices for mechanical reproduction of sound is prohibited. Sound of any kind must not be projected outside the booth. Motion pictures, slide demonstrations, fashion shows, Karaoke, etc. are subject to prior approval by Virginia DECA.

PAYMENT FOR SPACE
Payment is due in full no later than February 21, 2022. Payment can be made by either check or money order and should be made payable to Piedmont Virginia Community College.

All payments should be mailed to VA DECA at PO Box 310, Quinton, VA 23141.

SET UP AND REMOVAL OF EXHIBITS
Exhibitors may begin setup at 10:00AM on Friday March 4, 2022 and should be prepared for exhibits to open by 11:00AM. Should additional time be needed, contact VA DECA. All exhibits are to remain open for the duration of the conference (until 2:00PM on March 4) and taken down by 3:00PM on Saturday March 5, 2022.

SECURITY
Virginia DECA will NOT provide necessary security during the hours the exhibit area is closed. The exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage. Virginia DECA will work with convention center staff to lock the exhibit area at the close of the exhibit times.

BADGES
Exhibitors' personnel will be provided with badges to permit entry to the exhibit area. You must advise us of attending personnel by February 21, 2020 so that badges can be prepared in advance.

All exhibitors must register and pick up their conference packets at the Information Booth in the Convention Center Lobby onsite.