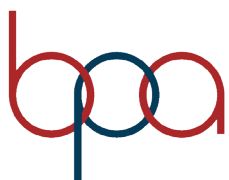




# SPONSORSHIP PACKAGES



NEW MEXICO  
**BUSINESS  
PROFESSIONALS**  
of AMERICA

Giving Purpose to Potential



Click to Complete Your Sponsorship  
Application and Contract

## ABOUT NEW MEXICO BPA

Business Professionals of America (BPA) is the premier CTSO (Career Technical Organization) for students pursuing careers in business management, information technology, finance, office administration, health administration and other related career fields.

New Mexico BPA is made up of over 900 members among 27 local chapters. To help reduce the cost for all members associated with attending State Leadership Conference, we are searching for financial partners willing to help fund this annual conference.

Your financial commitment will help reduce registration costs, provide prizes, fund keynote speakers or educational workshops and award scholarships to deserving students.



## TENTATIVE AGENDA

<b>Day 1</b>	
9–10 a.m.	Exhibit set-up
10 a.m.–4 p.m.	Exhibit
TBA	Judges' lunch
7 p.m.	Opening session
<b>Day 2</b>	
7:30–8:30 a.m.	Exhibit set-up
8 a.m.	Judges' breakfast
8:30 a.m.–3 p.m.	Exhibit
TBA	Judges' Lunch
<b>Day 3</b>	
9 a.m.	Awards session

## IMPORTANT DEADLINE

January 5

- Application and contract due
- Conference program inclusion deadline
- Logo submission deadline

## SPONSORSHIP PACKAGES

	PLATINUM \$2,500	DIAMOND \$1,000	GOLD \$750	SILVER \$500	BRONZE \$250
Booth space during the conference	X	X	X	X	X
Ability to share videos, flyers, brochures, etc.	X	X			
Complimentary exhibitor representative registrations	3	2	1	1	1
Complimentary lunch tickets for representatives	3	2	1	1	1
Sponsorship-level identification on booth	X	X	X	X	
Sponsor name will appear at the top of the list of vendors and sponsors	X				
Inclusion of logo and link on state website through August	X	X	X	X	
Identification as sponsor during all general session Multimedia presentations	X	X	X	X	
Custom social media posts through May	4	3	2	1	
Ability to present a workshop or education webinar to attendees	X	X	X		
Recognition of specific event sponsorship	X				
National registration sponsorship (1st place individual or team)	X				
Award for top finishers (1st place individual or team)	X				



## PACKAGE ADD-ONS AND A LA CARTE OPTIONS

### ADDITIONAL BOOTH REPRESENTATIVE | \$100

Booth representatives have the ability to chat directly with attendees. Packages come with a set amount of complimentary registrations, which include lunch. Additional representative registrations can be purchased through this add-on, with lunch tickets included (two-day). Purchase of package required.

### LEADERSHIP KEYNOTE | \$2,500

Each year a keynote is selected to inspire and motivate participants. Be a part of this great opportunity by sponsoring this event. You will also receive recognition in the conference program and on our website and social media.

### JUDGE/ADVISOR THANK-YOU GIFT | varies

What can be better than getting our judges or advisors to take your promotions back to their workplaces, homes and classrooms? Sponsor a branded gift for conference attendees and continue reaching your audience all year long.

### CONFERENCE SHIRTS | \$2,500

Expand your reach by sponsoring the conference t-shirt for conference participants and educators. Approximately 500 t-shirts will be needed for students and educators.

- Logo or advertisement on conference shirt
- Exposure for your company both at a state and national level

### PEN OR PENCILS | \$500

Sponsor state pens and pencils for delegates so everyone is writing with your logo in their hand. Reach: 500+ participants

## COMPETITIVE EVENT SPONSORSHIP

### COMPETITIVE EXPERIENCE \$500 (INDIVIDUAL) | \$2,000 (TEAM)

A major program of Business Professionals of America is the Workplace Skills Assessment Program (WSAP) The WSAP prepares students to succeed and assesses real-world business skills and problem solving abilities in finance, management, IT and computer applications. Place your brand in the center of our conference as members participate in events to prepare them for future careers.

- 1st place winner award (Individual or team)
- Logo displayed on the screen during the awards session
- Scholarship to pay for the International Conference registration fee
- Opportunity to stand on stage and present the award to the winner

### STUDENT AWARDS | \$3,000

These awards are given to the top finalists in each competitive event that will represent New Mexico during the National Conference.

Award sponsorship includes:

- Invitation to speak at the meal function
- Recognition in the program and on the website
- Sponsorship signage at the Award Ceremony

### MEAL FUNCTION | SEE OPTIONS BELOW

Judges are an integral part of our conference's success. There are multiple opportunities to sponsor a snack break, breakfast or lunch during the conference. This meal function would be for judge volunteers and advisors only. Meal function sponsorship includes:

- Invitation to speak at the meal function
- Recognition in the program and on the website
- Sponsorship signage at the meal function

### COMPETITIVE EVENTS LUNCH | \$2,500

Number of participants: 75 (Day 1)

### COMPETITIVE EVENTS BREAKFAST | \$2,200

Number of participants: 75

### COMPETITIVE EVENTS LUNCH | \$2,500

Number of participants: 75 (Day 2)



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# COMPETITIVE EVENT CATEGORIES

## FINANCE

- Fundamental Accounting
- Advanced Accounting
- Payroll Accounting
- Banking and Finance
- Financial Analysis Team
- Economic Research Individual/Team
- Personal Financial Management
- Financial Math and Analysis Concepts

## BUSINESS ADMINISTRATION

- Fundamental Word Processing
- Intermediate Word Processing
- Advanced Word Processing
- Integrated Office Applications
- Basic Office Systems and Procedures
- Advanced Office Systems and Procedures
- Fundamental Spreadsheet Applications
- Advanced Spreadsheet Applications
- Database Applications
- Legal Office Procedures
- Administrative Support Team
- Administrative Support Research Project
- Business Law and Ethics
- Administrative Support Concepts

## MANAGEMENT INFORMATION SYSTEMS

- Computer Network Technology
- Device Configuration and Troubleshooting
- Server Administration Using Microsoft
- Network Administration Using Cisco
- Computer Security
- Network Design Team
- C# Programming
- C++ Programming
- Java Programming
- SQL Database Fundamentals
- Linux Operating System Fundamentals
- Python Programming
- Computer Programming Concepts
- Information Technology Concepts

## DIGITAL COMMUNICATION AND DESIGN

- Fundamental Desktop Publishing
- Fundamentals of Web Design
- Graphic Design Promotion
- Advanced Desktop Publishing
- Digital Media Production
- Computer Modeling
- Video Production Team
- Website Design Team
- Computer Animation Team
- Broadcast News Production Team
- Podcasting Production Team (Pilot)
- Digital Communication and Design Concepts

## MANAGEMENT, MARKETING AND COMMUNICATION

- Global Marketing Team
- Entrepreneurship
- Small Business Management Team
- Interview Skills
- Advanced Interview Skills
- Extemporaneous Speech
- Human Resource Management
- Ethics and Professionalism
- Prepared Speech
- Parliamentary Procedure Team
- Presentation Management Individual/Team
- Business Meeting Management Concepts
- Management, Marketing and Human Resources Concepts
- Parliamentary Procedure Concepts
- Project Management Concepts
- Digital Marketing Concepts

## HEALTH ADMINISTRATION

- ICD-10-CM Medical Diagnostic Coding
- Health Insurance and Medical Billing
- Health Administration Procedures
- Health Leadership/Special Topics
- Medical Terminology

## MIDDLE LEVEL

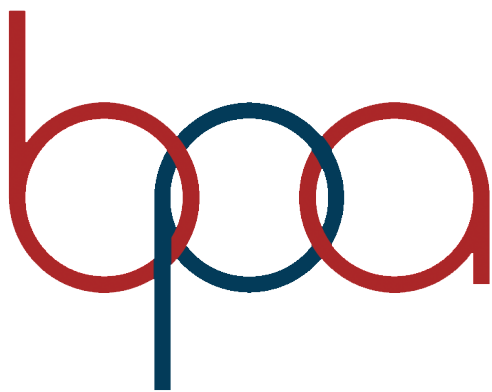
- Financial Literacy
- Administrative Support Team
- Digital Citizenship
- Introduction to Word Processing
- Spreadsheet Applications
- Digital Game Design
- Graphic Design Promotion
- Introduction to Video Production
- Website Design Team
- Entrepreneurship Exploration
- Extemporaneous Speech
- Prepared Speech
- Presentation Management Team
- Human Resource Exploration
- Business Communication Skills Concepts
- Business Fundamentals Concepts
- Business Math Concepts
- Computer Literacy Concepts

## VIRTUAL EVENTS

- Virtual Multimedia and Promotion Individual/Team
- Software Engineering Team
- Web Application Team
- Mobile Applications
- Promotional Photography
- Cybersecurity/Digital Forensics
- Start-up Enterprise Team
- Financial Portfolio Management Team
- Virtual Branding Team

## COMPETITIVE EVENTS JUDGES

Plan to volunteer as a competitive judge at the New Mexico BPA State Leadership Conference. Over 100 judges are required to judge and evaluate over 500 competitors in 70 events. Register today: [nmctso.com/BPA/GetInvolved](https://nmctso.com/BPA/GetInvolved)



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If you do not see a sponsorship package that fits your needs, please give us the opportunity to customize a sponsorship for your review. Contact [christine.phipps@enmu.edu](mailto:christine.phipps@enmu.edu) or 575.562.4729.

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