

NEW MEXICO  
**BUSINESS  
PROFESSIONALS**  
of AMERICA

# SPONSORSHIP PACKAGES

UPDATED 9.1.2024



# ABOUT NEW MEXICO BPA

Business Professionals of America (BPA) is the premier CTSO (Career and Technical Student 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 35 chapters. To help reduce the cost for all members associated with attending the 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.





# SPONSORSHIP PACKAGES

**IMPORTANT DEADLINE  
JANUARY 5**

- \* APPLICATION AND CONTRACT DUE
- \* CONFERENCE PROGRAM INCLUSION DEADLINE
- \* LOGO SUBMISSION DEADLINE

	PLATINUM \$2,500	DIAMOND \$1,000	GOLD \$750	SILVER \$500	BRONZE \$250
Booth space during the State Leadership Conference	X	X	X	X	X
Ability to share videos, flyers, brochures, etc.	X	X			
Complimentary exhibitor representative	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 educational webinar to attendees	X	X	X		
Recognition of specific event sponsorship	X				
National registration sponsorship (1 <sup>st</sup> place individual or team)	X				
Award for top finishers (1 <sup>st</sup> place or team)	X				

**SIGN UP TO BE A SPONSOR AT [NMCTSO.COM/BPA/GETINVOLVED](https://nmctso.com/bpa/getinvolved)**

# PACKAGE ADD-ONS & 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 part of this great opportunity by sponsoring the keynote speaker! 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 and 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 the students and educators in attendance.

- \* Logo or advertisement on the conference shirt.
- \* Exposure for your company both at a state and national level and more!

## STUDENT AWARDS | \$3,000

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

Award sponsorships include:

- \* Invitation to speak at a meal function
- \* Recognition in the program, on the website, and on social media
- \* Sponsorship signage at the awards ceremony

## PEN OR PENCILS | \$500

Sponsor state pens and pencils for delegates so everyone is writing with your logo in their hand.

Reach: 500+ participants

## MEAL FUNCTION | VARIES

Judges and volunteers 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, on the website, and on social media
- \* Sponsorship signage at the meal function

Example of functions available:

- \* Competitive events lunch | day 1 | 75-100 participants
- \* Competitive events breakfast | day 2 | 75-100 participants
- \* Competitive events lunch | day 2 | 75-100 participants

## COMPETITIVE EVENT SPONSORSHIP

### COMPETITIVE EXPERIENCE















\$500 (INDIVIDUAL) | \$2,000 (TEAM)

A major program of BPA 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, and more! 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 display on the screen during general sessions
- \* Scholarship to pay for the international conference registration fees
- \* Opportunity to stand on stage and present the award to the winner

# COMPETITIVE EVENTS

## Business Administration

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

## Digital Communication and Design

Broadcast News Production Team   
Computer Animation Team   
Computer Modeling   
Desktop Publishing, Fundamental   
Desktop Publishing, Advanced   
Digital Communications and Design - Open   
Digital Media Production   
Graphic Design Promotion   
Podcast Production Team   
User Experience Design Team   
Video Production Team   
Visual Design Team   
Web Design, Fundamentals of   
Website Design Team 

## Finance

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

## Health Administration







Health Administration Concepts - Open   
Health Administration Procedures   
Health Insurance and Medical Billing   
Health Research Presentation   
Medical Coding 

## Management Information Systems

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

## Management, Marketing & Communication

Digital Marketing Concepts - Open   
Entrepreneurship   
Ethics & Professionalism   
Global Marketing Team   
Human Resource Management   
Interview Skills   
Interview Skills, Advanced (new certification)   
Management, Marketing and Human Resources Concepts - Open   
Meeting and Event Planning Concepts - Open   
Parliamentary Procedure Concepts - Open   
Parliamentary Procedure Team   
Presentation Individual   
Presentation Team   
Small Business Management Team   
Speech, Extemporaneous   
Speech, Prepared 

-  **Application** – Task or project during the event
-  **Certification** – Certification exam at nationals
-  **Exam** – Multiple-choice or true/false questions
-  **Judged** – Presentation to judges
-  **New** – Event offered for the first time
-  **Pre-submitted** – Project uploaded for evaluation

## 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 the competitors in the events above.

Register today: [nmctso.com/BPA/GetInvolved](http://nmctso.com/BPA/GetInvolved)



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IF YOU DON'T SEE A SPONSORSHIP PACKAGE THAT FITS YOUR NEEDS,  
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CONTACT [CHRISTINE.PHIPPS@ENMU.EDU](mailto:CHRISTINE.PHIPPS@ENMU.EDU) OR 575.562.4729.