



# SPONSORSHIP PACKAGES

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## ABOUT NEW MEXICO DECA

DECA is an internationally recognized Career and Technical Student Organization that has impacted the lives of students, educators and business professionals in New Mexico for more than 70 years. DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality, and management. DECA enhances the co-curricular education of members through a comprehensive learning program that integrates into classroom instruction, learning, connects to business and promotes competition.

New Mexico DECA is made up of over 3,000 members among 28 local chapters. To help reduce the cost for all members associated with attending New Mexico Career Development Conference, we are searching for financial partners willing to help fund this annual conference.

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



# SPONSORSHIP PACKAGES

**IMPORTANT DEADLINE  
FEBRUARY 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/DECA/GET-INVOLVED](http://NMCTSO.COM/DECA/GET-INVOLVED)**

# 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 1,000 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: 1,000+ 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 Luncheon | Day 1 | 100 participants
- \* Competitive Events Breakfast | 85 participants
- \* Competitive Events Luncheon | Day 2 | 100 participants
- \* Competitive Events Break | Varies | 50-75 participants

## COMPETITIVE EVENT SPONSORSHIP

### COMPETITIVE EXPERIENCE

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

DECA's Competitive Events Program is an integral assessment tool that is critical to our mission of preparing the next generation of emerging leaders and entrepreneurs. Place your brand at 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

## PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

Principles of Business Management and Administration **PBM**  
Principles of Entrepreneurship **PEN**  
Principles of Finance **PFN**  
Principles of Hospitality and Tourism **PHT**  
Principles of Marketing **PMK**

## TEAM DECISION MAKING EVENTS

Business Law and Ethics Team Decision Making **BLTDM**  
Buying and Merchandising Team Decision Making **BTDM**  
Entrepreneurship Team Decision Making **ETDM**  
Financial Services Team Decision Making **FTDM**  
Hospitality Services Team Decision Making **HTDM**  
Marketing Management Team Decision Making **MTDM**  
Sports and Entertainment Marketing Team Decision Making **STDM**  
Travel and Tourism Team Decision Making **TTDM**

## INDIVIDUAL SERIES EVENTS

Accounting Applications Series **ACT**  
Apparel and Accessories Marketing Series **AAM**  
Automotive Services Marketing Series **ASM**  
Business Finance Series **BFS**  
Business Services Marketing Series **BSM**  
Entrepreneurship Series **ENT**  
Food Marketing Series **FMS**  
Hotel and Lodging Management Series **HLM**  
Human Resources Management Series **HRM**  
Marketing Communications Series **MCS**  
Quick Serve Restaurant Management Series **QSRM**  
Restaurant and Food Service Management Series **RFSM**  
Retail Merchandising Series **RMS**  
Sports and Entertainment Marketing Series **SEM**

## PERSONAL FINANCIAL LITERACY EVENT

Personal Financial Literacy **PFL**

## NEW MEXICO ONLY EVENTS

DECA Promotion Event--**DPE**  
Chapter Banner Event--**CBE**  
Dr. James E Finical Quiz Bowl--**DQB**

## BUSINESS OPERATIONS RESEARCH EVENTS

Business Services Operations Research **BOR**  
Buying and Merchandising Operations Research **BMOR**  
Finance Operations Research **FOR**  
Hospitality and Tourism Operations Research **HTOR**  
Sports and Entertainment Marketing Operations Research **SEOR**

## PROJECT MANAGEMENT EVENTS

Business Solutions Project **PMBS**  
Career Development Project **PMCD**  
Community Awareness Project **PMCA**  
Community Giving Project **PMCG**  
Financial Literacy Project **PMFL**  
Sales Project **PMSP**

## ENTREPRENEURSHIP EVENTS

Innovation Plan **EIP**  
Start-Up Business Plan **ESB**  
Independent Business Plan **EIB**  
International Business Plan **IBP**  
Business Growth Plan **EBG**  
Franchise Business Plan **EFB**

## INTEGRATED MARKETING CAMPAIGN EVENTS

Integrated Marketing Campaign--Event **IMCE**  
Integrated Marketing Campaign--Product **IMCP**  
Integrated Marketing Campaign--Service **IMCS**

## PROFESSIONAL SELLING AND CONSULTING EVENTS

Financial Consulting **FCE**  
Hospitality and Tourism Professional Selling **HTPS**  
Professional Selling **PSE**

## ONLINE EVENTS

Stock Market Game **SMG**  
Virtual Business Challenge--Accounting **VBCAC**  
Virtual Business Challenge--Entrepreneurship **VBCEN**  
Virtual Business Challenge--Fashion **VBCFA**  
Virtual Business Challenge--Hotel Management **VBCHM**  
Virtual Business Challenge--Personal Finance **VBCPF**  
Virtual Business Challenge--Restaurant **VBCRS**  
Virtual Business Challenge--Retail **VBCRT**  
Virtual Business Challenge--Sports **VBCSP**

## COMPETITIVE EVENTS JUDGES

Plan to volunteer as a competitive judge at the New Mexico DECA Career Development Conference. Over 100 judges are required to judge and evaluate the competitors in the events above.

Register today: [nmctso.com/DECA/Get-Involved](http://nmctso.com/DECA/Get-Involved)



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**DECA**



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CONTACT [CHRISTINE.PHIPPS@ENMU.EDU](mailto:CHRISTINE.PHIPPS@ENMU.EDU) OR 575.562.4729.