

## **Friday, April 10 – Marketing**

### **Lesson Topic – Corporate Sponsorships – Part 2**

**Bell Ringer:** Identify a corporate sponsor of a local event.

#### **Lesson Objectives:**

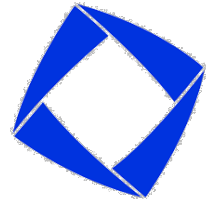
1. Identify an event to write a corporate sponsorship proposal for.
2. Write an explanation of the event

#### **Lesson Details:**

1. Begin by looking at the DECA Sponsorship proposal and the details included.
2. Choose one of the following events to write a sponsorship plan for (if you have an actual event you want to use that is fine, just identify what it is).
  - a. An 8 team basketball tournament held at your school in January.
  - b. A 15 school track meet held at your school on a weekend in April.
  - c. A club or organization at your school that needs to raise money – do not copy the example!
  - d. A dinner and auction to benefit a local person who has an illness and needs help paying their medical bills.
  - e. A youth sports league that has 10 teams. This could be soccer, football, baseball, softball, volleyball or any other sport. You will need to identify the sport in your plan.
3. Look at the example of the DECA sponsorship proposal on the next page thinking about the event you chose.
4. Write beginning of the sponsorship plan. Explain the event, purpose of the event, and what you need the sponsorship money for.
5. You will create your levels of sponsorship and detail of it in lessons next week.



# Sponsorship Proposal for William Chrisman DECA



## What is DECA?

DECA is a Career and Technical Education (CTE) student organization (CTSO) for business and marketing students. From [www.deca.org](http://www.deca.org) “DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and colleges around the globe”.

What does this look like in high schools and career centers around the country? It is students taking the skills they learn in the classroom and applying them to real-life situations. Some students plan and carry out projects such as community service projects where they plan events to raise money for various charities, some work to create awareness of issues that plague our society while others write business plans for entrepreneurial ideas they want to create. Others participate in role-play situations where they apply knowledge learned in their various business and marketing classes to real-life situations that might be encountered in multiple types of businesses.

DECA gives students a way of applying their knowledge and skills and helps them grow in public speaking skills and inter-personal communication and allows them to network with other students and business people around the state or country.

If you would like more information about DECA, check out the national website at:  
<https://www.deca.org/>

## What are we asking of you or your business?

The cost to attend DECA competitions is not fully covered by the school district. These student work hard studying and practicing and it's unfortunate that, many times, they cannot attend a national competition they have worked for because of the out-of-pocket cost to attend these conferences.

We are asking you to consider helping sponsor our organization so that we can help fund sending students to competitions in the future.

Competitions costs per student are approximately:

- Districts @ \$25 – out of pocket or fundraising
- State @ \$275 – cover by the district
- International Competition @ \$1500 - out of pocket or fundraising