



Marketing Virtual Learning

HS/Marketing

April 13, 2020



Lesson Topic – Corporate Sponsorships – Part 3

Lesson Objectives:

1. Decide on cost and benefits for the top level of sponsorship.
2. Name the three or four levels of sponsorship for a sponsorship plan.

****Please note this is part 3 of a lesson that began on Thursday, April 9. You will need to complete parts 1 & 2 BEFORE you do this lesson.****

Lesson Details:

1. Begin by looking at the DECA Sponsorship proposal level and the details included in each level. (on next slide)
2. For the event you identified in part 1, decide on the top level of sponsorship you are going to offer and give each a name that goes along with the event. For example, on the DECA plan, DECA colors are blue, gold and white. So these are the names I gave the levels.
3. Come up with the top level of benefits – how much will your ask and what benefits will that level of sponsorship get the sponsor?

Sponsorship Levels

Gold Level - \$500

What do you get for your donation?

- Your business name and logo on the back of DECA chapter t-shirts for 2020-21.
- Credit given in ISD school district and DECA social media posts. We will post on Twitter, Facebook and Instagram multiple times throughout the school year and tag your business or mention your company name in the post.
- Framed certificate for your business.

Blue Level - \$250

What do you get for your donation?

- Framed certificate for your business.
- Credit given in ISD school district and DECA social media posts. We will post on Twitter, Facebook and Instagram multiple times throughout the school year and tag your business or mention your company name in the post.

White Level – any amount below \$250

What do you get for your donation?

- Credit given in ISD school district and DECA social media posts. We will post on Twitter, Facebook and Instagram multiple times throughout the school year and tag your business or mention your company name in the post.

In addition to the above benefits, we will write an article for the newspaper and mention all sponsors in the article.
