



GO!

WESTERN REGION

LEADERSHIP

CONFERENCE

NOVEMBER 13-15, 2014 | ANAHEIM, CA

GO LEARN MORE AT:

WWW.WRLC2014.ORG

PARTNERSHIP GUIDE



@WRLC2014

#GODECA



FACEBOOK.COM/WRDECA

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GO DECA!

GO PARTNER WITH WRLC 2014 – Promote your company and increase brand awareness, while connecting with student leaders, educators, and industry professionals.



SAVE THE DATE NOVEMBER 13-15, 2014

The DECA Western Region Leadership Conference is THE place to be to connect with a captive audience of youth motivated to pursue careers in marketing, management, hospitality, finance, and entrepreneurship. A partnership with DECA extends to over 100 schools, 13 states, 50 alumni, and the broader community of our association, which includes parents, teachers, and industry professionals.

At DECA WRLC, there are two levels of partnership available:

Title Partnership

- Name Recognition in the title of the event or program
- Two (2) All Access Passes to WRLC 2014
- Featured speaking opportunity
- Complimentary Exhibit Space
- Logo in Conference Program and on website
- Recognition on Social Media

Partners are incorporated into regular social media activity on WRLC platforms
Twitter @wrlc2014 | Facebook.com/WRDECA | #GODECA

In-Name Sponsor

- Logo recognition at the event or program
- One (1) All Access Pass to WRLC 2014
- Logo in Conference Program and on website
- Recognition on Social Media

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GO PARTNER! | EVENTS & PROGRAMS

Connect with DECA WRLC target audiences, create new opportunities, and increase exposure of your brand through one of our exciting partnership opportunities. Partner with us for one of these outstanding events or programs:

DECA Troupe Program

\$800 Title Partnership | \$100 In-Name Sponsor

Audience: Artists/Musicians and All Conference Attendees

The DECA Troupe is an ensemble of artists and musicians performing throughout the conference. Partners for this program will also be recognized during the performances.

Advisor Coffee and Morning Reception

\$1,500 Title Partnership | \$250 In-Name sponsor

Audience: Educators

Teachers and administrators are dedicated to educate students and deserve a nice coffee break at the conference. The Advisor Coffee is where you have direct access to educators and key decision makers from the schools.



New Administrator/Advisor Breakfast

\$1,500 Title Partnership | \$250 In-Name sponsor

Audience: California Educators and Administrators

Welcome our newest educators and administrators to DECA at this breakfast. This event is an opportunity for them to learn more about DECA and network. This event provides direct access to educators and key decision makers from the schools.

DECA Blue Room Program & DECA Newsroom Program

\$1,500 Title Partnership | \$250 In-Name sponsor

Audience: Conference speakers and All Conference Attendees

The DECA Blue Room is DECA's version of what show business calls the "Green Room" where conference speakers and performers will be made available to conference participants in an exclusive capacity. The DECA Newsroom, our official reporters for the conference, will have exclusive access to the DECA Blue Room to

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conduct special interviews with conference guests. Their interviews will be featured through online media channels for WRLC.

Chartered Association Officers and Advisors Luncheon

\$2,500 Title Partnership | \$500 In-Name Sponsor

Audience: Student Leaders and State Key Leaders

Host breakfast for student leaders and key decision makers from around the country. Expose your business or organization to these influential students and leaders who lead over 250,000 members worldwide.

DECA Garage Program

\$2,500 Title Partnership | \$500 In-Name Sponsor

Audience: Student Entrepreneurs

It's shark tank...DECA style. Student entrepreneurs enter the DECA Garage to plan, perfect, and promote their ventures under mentorship from Shark Tank Winner, Jason Lucash. Make dreams come true by being a venture capitalist for these up and coming entrepreneurs.



DECA GO TALKS

\$2,500 Title Partnership | \$500 In-Name Sponsor

Audience: All Conference Attendees, local industry professionals, and educators

GO Talks are featured speakers and entertainers throughout the day. Think TedTalks...DECA-fied! Amazing speakers will share their insights in all areas of entrepreneurship, finance, hospitality, marketing, and management. Be a partner or sponsor and connect your brand and logo with one or more of these anticipated talks!

Downtown DECA

\$5,000 Title Partnership | \$1,000 In-Name Sponsor

Audience: All Conference Attendees



The Downtown DECA experience will feature a number of interactive exhibits including technology centers, the DECA store, live entertainment, DECA Garage Showcase, the Art of Leadership Art Walk, and more. All conference attendees will be making a trip to Downtown DECA, the official Exhibit Hall for WRLC.

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GO Sessions | General Sessions

For one (1) GO Session -- \$5,000 Title Partnership | \$1,000 In-Name Sponsor

Audience: All Conference Attendees

The Opening GO Session will be high energy to get attendees ready GO take advantage of everything WRLC has to offer. There will be dignitaries, exciting prizes, featured speakers, and LeaderTainment. This is a session you will not want to miss!

The Final GO Session is a showcase of phenomenal DECA leaders, including mini-keynotes by selected conference attendees, the DECA Garage Shark Tank special, where the audience will vote for top DECA entrepreneurs from the Garage, the much anticipated awards for competitions, and more!

Interested in a WRLC Partnership?

partners@wrlc2014.org

202-664-1174

GO connect with us...GO partner with DECA...GO to WRLC 2014!

