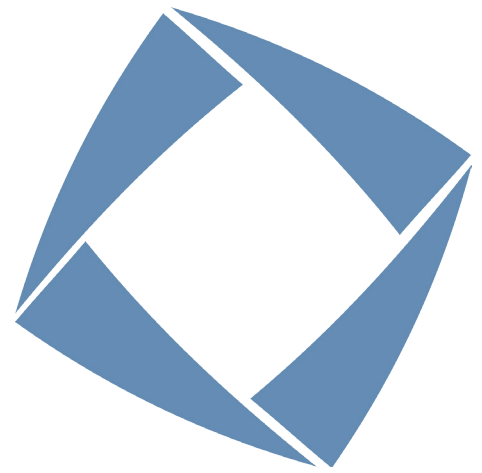


DECA ONTARIO MEDIA KIT



INTRODUCING THE NEXT GENERATION OF YOUR AUDIENCE



11,000
MEMBERS



243
CHAPTERS



74,500
VISITORS

More and more high schools are recognizing DECA as a great way for students to get prepared for “the real world”.

Our organization prepares emerging leaders in the fields of marketing, finance, hospitality, management and entrepreneurship, by holding conferences and competitions throughout the year. DECA Ontario is Canada’s largest secondary school business organization and is based around annual case study and business role play competitions, where students gain real knowledge and hands-on experience with business concepts. In addition, students have a chance to network with like-minded individuals all across North America, with a travel-filled year that culminates in late April with the International Career Development Conference hosted this year in Nashville, Tennessee.

Over 36 years, DECA Ontario has grown to be the 4th largest DECA delegation in the world. In this time, we have built our networks of members, alumni, educators, school administrators, and business professionals, creating a community of growth and mentorship. DECA’s programs and activities have innovated over time offering opportunities to explore new career paths and technologies as they apply to the world of work. Our membership has organically grown by 20% in the past year – a testament to our ability to meet the demand by youth for experiential learning.

MISSION

To be the leading, innovative extra-curricular program for secondary school students in Ontario by creating professional partnerships and experiential learning opportunities that allow students to develop confidence, employability skills and demonstrate leadership.

OBJECTIVES

The long-term business objectives of DECA Ontario are to increase awareness of DECA throughout the province to maximize student membership, strengthen corporate sponsorship, and encourage direct support of events in the community through scholarships.

VALUES

DECA Ontario operates in accordance with the highest standards in all relationships with members, volunteers, sponsors and the community. DECA fosters a climate that encourages innovation and diligence among advisors and volunteers.

POSITIONING DECA ONTARIO AS A STORY



Millennials and young professionals today are often cited as “lazy, entitled and narcissistic”. We have set out to change that view once and for all.

DECA Ontario is the story of a non-profit organization run entirely by volunteer high school students and teachers; DECA is the definition of “for youth, by youth”. In essence, 11,000 students from across Ontario have made a commitment to their future and have decided that they want to be successful and are willing to work hard for it. DECA gives students opportunities to network, find postsecondary options, compete in International business competitions, learn and apply business concepts, and develop leadership like no other organization.

One of the oft-forgotten measures of economic productivity is entrepreneurial potential and spirit. DECA Ontario cultivates the next generation of leaders in every sector; the members constitute the brightest young minds of today and future of the Canadian economy.

KEY DATES



FALL SYMPOSIUM
600+ Attendance
September 28th, 2015

**6 REGIONAL
CONFERENCES**
1,300+ Attendance At Each
November 3,7,8,13,14,15, 2015

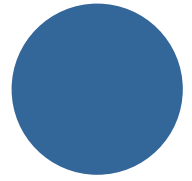
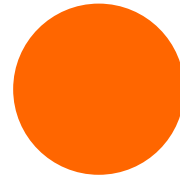
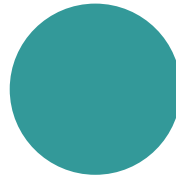


PROVINCIALS
6,500+ Attendance
February 7-9, 2016

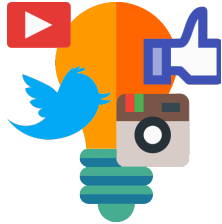
**INTERNATIONAL
CAREER DEVELOPMENT
CONFERENCE**
17,000+ Attendance
April 21-27, 2016



WHAT CAN WE OFFER YOU?



In exchange for helping us to fulfill our objectives of increasing the awareness of DECA throughout the province and helping to maximize student membership and strengthen corporate sponsorship; we can offer you:



YOUR BRAND FEATURED ON DECA SOCIAL MEDIA

Connect with over 11,000 student leaders from across Ontario.

207,500 REACHED ON FACEBOOK

115,037 YOUTUBE VIEWS

74,500 WEBSITE VISITORS IN 2014

7,059 FACEBOOK PAGE LIKES

2,873 TWITTER FOLLOWERS



YOUR OWN YOUTH FOCUS GROUPS

Find out what issues youth truly care about and stay ahead of your competitors with exclusive access to Canada's next generation of leaders in every sector.



EXHIBIT TABLES

Set up an exhibit table at any of our regional conferences or at our provincial conference in downtown Toronto. The provincial conference will give you direct exposure to 6,500+ students over 3 days.



FULL PAGE AD

Send us your ad and we will include it in the provincial conference programme that is distributed to all attending delegates.

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