



Partnership Options

As a Partner, you can provide:

- Financial support that covers
 - Medallions and Plaques for the Provincial Conference
 - Travel Scholarships for the top finalists to attend the International Conference
 - Purchase and duplication of event materials for the Provincials
 - Judge recruitment and recognition
 - Event preparation and staging
 - Event promotion; press releases of winners
- Judging at our events: up to 10 judges/university alumni for Regionals, up to 10 judges/university alumni for the Provincials
- Provide between 40 – 60 judges for any of the six Regional Competitions held in November (participation will be recognized at Awards Ceremonies and in programme)
- Trainers and Mentors for the International competitors
- Provide an interactive workshop at a Regional Competition that students attend
- Sponsor the Provincials Evening Event where 6 000 – 7 000 students are in attendance
- Sponsor the Welcome Reception at Provincials where 550 Advisors and Presidents are in attendance

In exchange, DECA Ontario will provide:

1. Articles on DECA, Marketing Education and Co-Op for possible use in your newsletter.
2. Email access to our 15 900 plus student membership and our 260 high schools throughout Ontario with 500 advisors and well over 1 000 industry professionals
3. Email access to our 19 + universities and colleges which boast a 2 500 student membership
4. Exhibit booth at the Provincials and any Leadership Conference you wish to participate in.
5. One or two page ads/posters in the DECA Ontario Provincials programme highlighting the partnership
6. Photos of the event winners for the sponsor's use.
7. Weekly or monthly articles/promotion of your brand through our social media outlets
 - a. <https://twitter.com/DECAOntario> (twitter tip of the week)
 - b. <https://www.facebook.com/DECAOntario> (articles or links)
8. Endorsed as an official DECA Ontario sponsor on our website (with links to your website)
9. Rotating "Featured Partner" on DECA Ontario's web site at www.deca.ca
10. One full-page ad in DECA's 'How to Guide' printed in August and mailed out to all Chapters
11. A profile of your school/company in our bi-monthly e-newsletter—which is distributed to over 15 900 students and advisors across the province
12. Press release sent to each recipient's hometown newspaper. The release will include the event sponsorship.
13. swag at regional and provincial conferences and competitions
14. Your brand featured on our social media outlets
15. Provide a 45 minute workshop at the GRIT Summer Camp
16. Up to five minutes to address Students at GRIT Summer Camp
17. Up to five minutes to address Students at Fall Symposium
18. Up to five minutes to address Teacher Advisors at Fall Symposium

Provincials and Regionals

19. 20 second commercial at each awards ceremony during our Provincial competition (3 showings with more than 2 200 students / teachers / parents / advisors are in attendance at each ceremony)
20. One or two full-page ads in the DECA Ontario Provincials Programme
21. Individual partner award presentation at DECA Ontario Provincial Competition
22. Exhibit table at the DECA Ontario Provincial Competition and any of the six Regional Competitions
23. Judge participation at the DECA Ontario Provincial Competition
24. Banner with partner logo to be displayed at all DECA Ontario events
25. Official partner for one competitive category

26. Exposure to DECA Ontario's Parent mailing list and Student mailing list (over 15 900 students and advisors and over 500 parents in the database)
27. Company Logo featured on paraphernalia which all DECA Ontario Provincial Competitors receive

ICDC

28. 90 second clip and two full-page ads in the ICDC DVD (posted on website and all social media outlets)
29. Assisted manpower for exhibiting; use of Leadership Development Academy delegates ~ 15 members
30. Assisted participation at the Internationals by our LDAs at the ICDC Trade Show Exhibit
31. Invitation to attend the Internationals where we will cover your accommodation (double occupancy) and registration; **April 24 – May 1, 2017**, International DECA Competition in **Anaheim, California** (some meals and transportation not included). Should a second representative be required to attend, arrangements can be made
32. Official Co-Sponsor for one competitive event; see options below
33. One complimentary booth at Internationals Conference in US

Date	Estimated Attendance	Timing	Regional Qualifiers and Conferences
September 26, 2016	750	9:00 am - 2:00 pm	Fall Symposium (Capitol Banquet Hall)
November 8, 2016	1400	9:00 am - 4:00 pm	Hamilton Regionals (Hamilton Convention Centre)
November 6, 2016	1400	9:00 am - 4:00 pm	Peel Regionals (Hamilton Convention Centre)
November 27, 2016	1500	9:00 am - 4:00 pm	York Regionals
November 5, 2016	1500	9:00 am - 4:00 pm	Toronto Regionals (Cedarbrae CI)
November 12, 2016	1300	9:00 am - 4:00 pm	Waterloo Regionals (Sir John A. Macdonald SS)
November 13, 2016	700	9:00 am - 4:00 pm	Entrepreneurship Conference
November 26, 2016	500	9:00 am - 4:00 pm	Nor-Eastern Regionals Competition (Sinclair SS)
February 9-11, 2017	5000	9:00 am - 4:00 pm	DECA <i>Ontario</i> Provincials (Toronto Sheraton Centre)
March 5, 2017	300	9:00 am - 4:00 pm	pre-ICDC Training for Written Events only (Capitol Banquet Hall)
April 2, 2017	700	9:00 am - 4:00 pm	pre-ICDC Training for Advisors and Students (Toronto Sheraton Centre)
April 24 – May 1, 2017	18000		International DECA Competition Anaheim, California

Additional Options

I looking for a three year commitment to evaluate and monitor

- Official sponsor of the Principles Events (all are considered rookie events; first year in DECA but the first three are in all grades 9 – 12)
 - PBM Principles of Business Administration
 - PFN Principles of Finance
 - PHT Principles of Hospitality
 - PMK Principles of Marketing (grade 9 students only)
- Approximately 4 X 11 judges are required for these events but we can assist in recruitment from our Judge database; you would only require to recruit a minimum of 11 judges
- Surveys can be developed and emailed to this group in particular for evaluation purposes; case, judge or event evaluation

II looking for a three year commitment to evaluate and monitor

- Official sponsor of the one of the veteran DECA Events
 - PFL Personal Financial Literacy
 - BFS Business Finance Series, or
 - BSM Business Services Marketing, or
 - MMS Marketing Management Series
- Top winners are awarded \$6 000 scholarships (7 X \$1 000 each for 1st to 7th place in one of these events upon admission/acceptance)
- if the top 6 are not accepted, the list of finalists from top 10 in the event will be given and it is at their discretion, if the balance of the award scholarships can be awarded
- Announcement of award winners emailed middle of March
- may edit cases for Regionals and Provincials; to be re-submitted to DECA by October 1 for Regionals and November 1 for Provincials
- providing a minimum of 11 judges for the February Provincial competition

III looking for a three year commitment to evaluate and monitor

- Official sponsor of the GRIT Entrepreneurial Leadership Academy at Provincials (Toronto Hilton)
 - Approximately 300 students in this event grades 11 and 12 only
- Official sponsor of the Leadership Development Academy at Provincials (Toronto Sheraton Centre)
 - 9:00 am – 3:00 pm Leadership Specialist Curtis Hayley
 - Approximately 300 students in this event grades 9 and 10 only
 - 3:00 pm – 3:45 pm Intro to Business 101 Workshop (bring in one of your favourite 1st year profs/valued employee or do a mini Entrepreneurial challenge)
- Surveys can be developed and emailed to this group in particular for evaluation purposes; case, judge or event evaluation

DECA ONTARIO'S COMPETITIVE EVENTS 2016–2017

PRINCIPLES OF BUSINESS ADMINISTRATION EVENTS

1. Principles of Business Management and Administration—PBM
2. Principles of Finance—PFN
3. Principles of Hospitality and Tourism—PHT
4. Principles of Marketing—PMK

TEAM DECISION MAKING EVENTS

1. Business Law and Ethics Team Decision Making—BLTDM
2. Buying and Merchandising Team Decision Making—BTDM
3. Financial Services Team Decision Making—FTDM
4. Hospitality Services Team Decision Making—HTDM
5. Marketing Communications Team Decision Making—MTDM
6. Sports and Entertainment Marketing Team Decision Making—STDM
7. Travel and Tourism Team Decision Making—TTDM

INDIVIDUAL SERIES EVENTS

1. Accounting Applications Series—ACT
2. Apparel and Accessories Marketing Series—AAM
3. Automotive Services Marketing Series—ASM
4. Business Finance Series—BFS
5. Business Services Marketing Series—BSM
6. Food Marketing Series—FMS
7. Hotel and Lodging Management Series—HLM
8. Human Resources Management Series—HRM
9. Marketing Management Series—MMS
10. Quick Serve Restaurant Management Series—QSRM
11. Restaurant and Food Service Management Series—RFSM
12. Retail Merchandising Series—RMS
13. Sports and Entertainment Marketing Series—SEM
14. Personal Financial Literacy—PFL

BUSINESS OPERATIONS RESEARCH EVENTS

1. Business Services Operations Research—BOR
2. Buying and Merchandising Operations Research—BMOR
3. Finance Operations Research—FOR
4. Hospitality and Tourism Operations Research—HTOR
5. Sports and Entertainment Marketing Operations Research—SEOR

CHAPTER TEAM EVENTS

1. Community Service Project—CSP
2. Creative Marketing Project—CMP
3. Entrepreneurship Promotion Project—EPP
4. Financial Literacy Promotion Project—FLPP
5. Learn and Earn Project—LEP
6. Public Relations Project—PRP

ENTREPRENEURSHIP EVENTS

1. Innovation Plan—EIP
2. Start-Up Business Plan—ESB
3. Franchise Business Plan—EFB
4. Independent Business Plan—EIB
5. International Business Plan—IBP

MARKETING REPRESENTATIVE EVENTS

1. Advertising Campaign—ADC
2. Fashion Merchandising Promotion Plan—FMP
3. Sports and Entertainment Promotion Plan—SEPP

PROFESSIONAL SELLING AND CONSULTING EVENTS

1. Financial Consulting—FCE
2. Hospitality and Tourism Professional Selling—HTPS
3. Professional Selling—PSE

ONLINE EVENTS

1. Stock Market Game—SMG
2. Virtual Business Challenge Hotel Management—VBCHM
3. Virtual Business Challenge Personal Finance—VBCPF
4. Virtual Business Challenge Restaurant—VBCRS
5. Virtual Business Challenge Retail—VBCRT
6. Virtual Business Challenge Sports—VBCSP



38th Year of Excellence

DECA provides skills that will last a lifetime!! These skills help our students grow both academically and socially. DECA is an international business club that develops potential leadership skills as well as public speaking, communication and organizational skills. DECA helps to enhance a student's self-image and develop greater confidence. DECA can help even the shyest person excel to their fullest potential. In addition, DECA provides a forum for discussion and networking with students from a number of different high schools. DECA is the only student organization operating in Canada's schools that attracts young people to careers in business and marketing.

- **DECA** is a teaching device through which the teacher can enrich, enliven and enlarge the marketing and business curriculum at their school
- **DECA** encourages social intelligence through social and recreational activities, as well as enhance one's responsibility to society; we believe that a person is not only responsible for themselves, but is responsible for helping the rest of their community
- **DECA's** core value is civic consciousness and community service by gaining an appreciation for their community and take pride in not only their city, their town, their region but also their school community (i.e. Relay for Life, Dreams Take Flight, Free the Children)
- **DECA** encourages free enterprise and economic awareness through individual instruction, marketing projects, exposure to successful business leaders and practical experience in business establishments
- **DECA** provides each member an opportunity to participate in many activities designed to teach members to be not only leaders but also followers
- **DECA** believes in competition and offers awards and recognition to student members and Advisors for outstanding accomplishments
- **DECA** takes the valuable foundations that you lay in the classroom and enhances the learning by giving students the edge they need to make it in the business world
- **DECA** will continue to develop future leaders in marketing, law, business and management careers.

**DECA prepares emerging leaders and entrepreneurs in marketing,
finance, hospitality and management.**

DECA is the key to all of those doors . . .