

Georgia DECA Competitive Event Sponsorship



Advertising Campaign Event

Advertising Campaign Event is to provide opportunities for the participants to prepare an advertising campaign for any length for a real product, service, company or business and to present the campaign to a prospective client/advertiser. Competitors create a written plan and present their campaign with visual aids in a role play situation with the clients. Competitors also take an objective test over advertising services as part of the overall event.

Sponsorship Budget:

- Travel Scholarships.....\$3000*
First, Second and Third Place winners, lodging, registration, airfare
- Awards.....\$275
First, Second, and Third Place medallions and trophies
- Licensing and Test Printing Fees\$200
- Publicity and Promotion.....\$100
- Georgia DECA Operating Funds**\$300

TOTAL.....\$3875

Additional Opportunity: Corporate event sponsors may elect to add a post-secondary scholarship for student winners. Scholarships can be established at any monetary level.

* A portion of all special events benefits the DECA Foundation operating budget.

** Funds not utilized to fund travel scholarships will be used to fund other Foundation activities.

*Supporting Future Leaders in Marketing, Management and
Entrepreneurship*