

Georgia DECA Competitive Event Sponsorship



Buying & Merchandising Operations Research Written Event

The Buying & Merchandising Operations Research Written Event offers competitors the opportunity to research marketing for businesses primarily engaged in retail and wholesale businesses that provide consumer goods. Competitors complete a market research analysis, write a 30-page manual, and present their findings in a 15-minute time frame with visual aids.

Sponsorship Budget:

- Travel Scholarships..... \$3150
First, Second and Third Place winners, lodging, registration, airfare
- Awards..... \$275
First, Second, and Third Place medallions and trophies
- Publicity and Promotion..... \$100
- Georgia DECA Operating Funds* \$350

TOTAL..... \$3875

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

** If monies allocated to travel scholarships are not utilized, the DECA Foundation will disburse funds to other areas of need.

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

*Supporting Future Leaders in Marketing, Management and
Entrepreneurship*