

Georgia DECA Competitive Event Sponsorship



Creative Marketing Project

The Creative Marketing Project is a chapter project that develops in chapter members an analytical and creative approach to the marketing process, actively engages chapter members in the marketing activities of their community, and provides an opportunity for experienced executives to guide and assist in developing marketing, management, and entrepreneurship leaders of tomorrow. Competitors 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*