

Georgia DECA Competitive Event Sponsorship



Fashion Merchandising Promotion Plan

Competitors in the Fashion Merchandising Promotion Plan have the opportunity to demonstrate promotional competencies needed by management personnel. Participants develop a seasonal sales promotion plan using apparel and accessory items only for a retail store and then present the plan in a role-playing situation to the store manager. Participants develop a written manual, design a display, and review their ideas and plans in a 20-minute presentation.

Sponsorship Budget:

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