

Georgia DECA Competitive Event Sponsorship



Hospitality & Recreation Marketing Research Written

Hospitality and Recreation Marketing Research Written event offers competitors the opportunity to research marketing for businesses primarily engaged in the production of products and services satisfying leisure needs of consumers. The hospitality industry includes lodging services, convention services, and food and beverage services. Recreation includes products and services related to the entertainment, sports, hobbies, and cultural activities. 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*