

# Georgia DECA Competitive Event Sponsorship



## International Business Plan

The International Business Plan written event allows participants the opportunity to apply their marketing skills in an international setting. Competitors design a business plan for a new business venture or a new product or service for an existing business in an international setting. Competitors prepare a written business plan and an oral presentation with visual aids to explain the business' concepts.

### Sponsorship Budget:

• Travel Scholarships.....	\$3150
<i>First, Second and Third Place winners, lodging, registration, airfare</i>	
• Awards.....	\$275
<i>First, Second, and Third Place medallions and trophies</i>	
• Publicity and Promotion.....	\$100
• Georgia DECA Operating Funds*.....	\$350
<b>TOTAL</b> .....	<b>\$3875</b>

\* 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*