

Georgia DECA Competitive Event Sponsorship



Internet Marketing Plan

The Internet Marketing Business Plan provides an opportunity for participants to research and design a plan to start an Internet marketing business or enhance a component of an existing Internet marketing business. Competitors design a marketing research study to identify the potential for Internet marketing, conduct marketing research, and prepare a business plan based on the market research. Competitors prepare a written business plan and an oral presentation with visual aids to explain the business' concepts.

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*