

# Georgia DECA Competitive Event Sponsorship



## Marketing Decision Making

The student will be asked to review a case problem dealing with some aspect of marketing. From the information provided in the case problem, they are to utilize their decision making skills by proposing an adequate solution to the problem.

### Sponsorship Budget:

• Travel Scholarships.....	\$1050
<i>First, Second and Third Place winners, lodging, registration, airfare</i>	
• Awards.....	\$225
<i>First, Second, and Third Place medallions and trophies</i>	
• Licensing, Printing and Role-Play Fees.....	\$250
• Publicity & Promotion.....	\$100
• Georgia DECA Operating Funds* .....	\$175
<b>TOTAL</b> .....	<b>\$1800</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*