

Georgia DECA Competitive Event Sponsorship



Principles of Marketing

DECA's Principles of Business Administration Events measure the student's proficiency in those skills identified by occupational practitioners as common academic and technical content across marketing, finance, hospitality, and business management and administration.

Sponsorship Budget:

- Travel Scholarships.....\$1050
First, Second and Third Place winners, lodging, registration, airfare
- Awards.....\$225
First, Second, and Third Place medallions and trophies
- Licensing, Printing and Testing Fees.....\$250
- Publicity & Promotion.....\$100
- Georgia DECA Operating Funds*\$175

TOTAL.....\$1800

* 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*