

Georgia DECA Competitive Event Sponsorship



Public Relations Project

The Public Relations Project provides chapter members to demonstrate the skills needed in planning, organizing, implementing, and evaluating a single public relations campaign conducted by the chapter. The Public Relations Project provides opportunities to develop and identify a theme for a public relations campaign, plan and organize the campaign in the local community, implement and evaluate the campaign. Competitors write a 30-page manual and present their findings in a 15-minute time frame with visual aids.

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
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*