

# Georgia DECA Competitive Event Sponsorship



## Sports & Entertainment Marketing Operations Research Written Event

The Sports & Entertainment Marketing Operations Research Written Event offers competitors the opportunity to research marketing for businesses that conduct sporting and/or entertainment events. Competitors complete a market research analysis, write a 30-page manual, and present their findings in a 15-minute time frame with visual aids.

### 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*