

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

IOWA FUTURE BUSINESS LEADERS OF AMERICA
BRINGING BUSINESS AND EDUCATION TOGETHER
A POSITIVE WORKING RELATIONSHIP THROUGH
LEADERSHIP AND CAREER DEVELOPMENT PROGRAMS

What is Iowa FBLA?

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is a national nonprofit 501(c)(3) education association with over 225,000 students preparing for careers in business and business related fields. The national association is based in Reston, VA.

Iowa FBLA has over 1,300 members in 42 chapters across the state. Co-curricular activities include career exploration, civic service, economic education, and technical skill advancement. FBLA-PBL also works to encourage and support entrepreneurship while developing 21st Century Skills.

What is the State Leadership Conference?

The Iowa FBLA State Leadership Conference is the pinnacle of the Iowa FBLA experience. In 2018, nearly 800 students competed for the opportunity to represent Iowa on the National Level. Through a rigorous competitive events program, Iowa FBLA is able to prepare students with hands-on business skills in accounting, marketing, finance, management, and digital design. Students are also presented with leadership and community involvement activities including; campaigning for state office, visiting exhibit booths, March of Dimes Dance and Mini-Walk.

What is the Business Sponsorship Program?

Iowa FBLA-PBL offers a variety of sponsorship and involvement opportunities during the State Leadership Conference to over 800 students and 42 schools across the state.

The Business Sponsorship Program allows business and partners an opportunity to provide more support to the overall State Conference Program and gives the business exposure to students at multiple levels. At the Friend and Future levels contributions help cover the expenses for the awards and certificates. At the Business, Leader, America, Executive and Platinum level contributions cover \$150 scholarships for Team events and \$50 scholarships for Individual Events, awards and certificates, and other branding options. Businesses may choose their level of contribution from the Business Scholarship Program page.

You can find more information about Iowa FBLA on the Iowa FBLA website <http://www.iowafbla.org> and on the Support Us page at <http://www.iowafbla.org/support.html>.

IOWA FBLA



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Dear Iowa FBLA Supporter

Thank you for showing interest in becoming a partner with Iowa Future Business Leaders of America. Now more than ever we need your support for our expanding organization. Without your generosity, our organization could not flourish effectively to enlighten and strengthen the lives of students, advisers as well as numerous others.

Every year we have our State Leadership Conference where members from all over the state come to compete with each other. At this three-day conference, students compete to show their knowledge of selected topics to represent their school and state. Participants are also invited to raise money for the March of Dimes and network with others, opening the door for new friendships and opportunities.

Serving as a conference sponsor allows you to be a part of the organization, working side by side with our members. You may interact directly with members, advisers, and staff, sharing knowledge and expertise with discussing the many opportunities your business or organization offers.

Thank you for your time in reviewing this packet and finding the best way for your business to support Iowa FBLA and to invest in the future workforce. We hope to create a strong bond with your organization for years to come.

Levi Hoffman
Iowa FBLA State President

Business Sponsorship Program

PLATINUM
\$5000

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- Free Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$3000 worth of Business Scholarships (Selected by business from list of available events) Scholarships pay \$150 to the first-place winners in a Team event, and \$50 to the first-place winner in an Individual event. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Company may submit one judge for each specific event
- Company representative can provide remarks at a general session
- Two guaranteed 45-minute workshops
- Company logo placed on name badges and conference lanyards
- Company logo will be printed on room sign for each specific event
- Company logo placed on a step and repeat with the Iowa FBLA logo (large banner for conference participants to take photos in front of)
- Spotlights around Exhibit Hall featuring company logo

EXECUTIVE
\$2500

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- Free Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$1750 worth of Business Scholarships (Selected by business from list of available events) Scholarships pay \$150 to the first-place winners in a Team event, and \$50 to the first-place winner in an Individual event. Covers expense of awards and certificates for 1st -6th place winners for the selected events.
- Company may submit one judge for each specific event
- Company representative can provide remarks at a general session
- Two guaranteed 45-minute workshops
- Company logo will be printed on room sign for each specific event

AMERICA
\$1000

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- Free Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$750 worth of Business Scholarships (Selected by business from list of available events) Scholarships pay \$150 to the first-place winners in a Team event, and \$50 to the first-place winner in an Individual event. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Company may submit one judge for each specific event
- One guaranteed 45-minute workshop
- Company logo will be printed on room sign for each specific event

Business Sponsorship Program Continued

LEADER
\$500

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- Free Business and Career Fair Booth at the State Leadership Conference
- Verbal recognition as a Business Sponsor during a General Session
- \$400 worth of Business Scholarships (Selected by business from list of available events) Scholarships pay \$150 to the first-place winners in a Team event, and \$50 to the first-place winner in an Individual event. Covers expense of awards and certificates for 1st -6th place winners for the selected events.
- Company logo will be printed on room sign for each specific event

BUSINESS
\$250

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- \$250 worth of Business Scholarships (Selected by business from list of available events) Scholarships pay \$150 to the first-place winners in a Team event, and \$50 to the first-place winner in an Individual event

FUTURE
\$100

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- \$100 worth of sponsorship covers expense of awards and certificates for 1st -6th place winners for the selected events (Selected by business from list of available events)

FRIEND
\$50

- Recognition as Business Sponsor in Conference Program
- Recognition as Business Sponsor on Iowa FBLA Website
- Recognition as Business Sponsor on Iowa FBLA social media feeds
- \$50 worth of sponsorship covers expense of trophies and certificates for 1st -6th place winners for the selected events (Selected by business from list of available events)

Business and Career Fair

The State Leadership Conference provides colleges and universities, military partners, business and industry, and fundraising partners, the opportunity to network with conference attendees. This Business and Career Fair is held in conjunction with many student activities, driving traffic past booths throughout the day. Complimentary hospitality is provided for vendors. Business and Career Fair opportunities are included in some Leveled Sponsorships.

- Premier Booth: \$400 (two 8' tables, pipe and drape, power, high traffic placement)
- Inline Booth: \$250 (8' table, pipe and drape, power)
- Regular Booth: \$100 (8' table)

FBLA Competitive Event List

**\$250
EACH**

3D Animation
American Enterprise Project
Banking & Financial Systems
Broadcast Journalism
Business Ethics
Business Financial Plan
Business Plan
Community Service Project
Computer Game & Simulation
Digital Video Production
E-Business
Emerging Business Issues
Entrepreneurship
Global Business
Graphic Design

Hospitality Management
Introduction to Business Presentation
Local Chapter Annual Business Report
Management Decision Making
Management Information Systems
Marketing
Mobile Application Development
Network Design
Parliamentary Procedure
Partnership with Business Project
Public Service Announcement
Publication Design
Social Media Campaign
Sports & Entertainment Management
Website Design

**\$100
EACH**

Accounting I
Accounting II
Advertising
Agribusiness
Business Calculations
Business Communications
Business Law
Client Service
Coding & Programming
Computer Applications
Computer Problem Solving
Cyber Security
Database Design & Applications
Economics
Electronic Career Portfolio
Future Business Leader
Healthcare Administration
Help Desk
Impromptu Speaking
Insurance & Risk Management
Introduction to Business

Introduction to Business
Communication
Introduction to Business Procedures
Introduction to FBLA
Introduction to Financial Math
Introduction to Information Technology
Introduction to Parliamentary
Procedure
Introduction to Public Speaking
Job Interview
Journalism
Networking Concepts
Organizational Leadership
Personal Finance
Political Science
Public Speaking
Sales Presentation
Securities & Investments
Spreadsheet Applications
Who's Who
Word Processing

**\$50
EACH**

Battle of the Chapters
Battle of the Chapters Adv.
Business Terminology
Creed
Filing
HTML/CSS
Interviewing & Etiquette
Local Chapter Exhibit
NLC Pin Design & Promo

NLC T-Shirt Design and Promo
Sales
Technical Practical Applications
Random Acts of Kindness
Spelling Relay
Spelling Relay Advanced
Vocab Relay
Vocab Relay Advanced

FREQUENTLY ASKED QUESTIONS

Q. How can I be a Business Sponsor?

A. Complete the Iowa FBLA Sponsorship and Exhibitor Form with your business information and choice of sponsorship. <https://goo.gl/forms/I GkMrCOgr5InefgD2>.

Q. What if my business only would like to be an Exhibitor at the conference?

A. Complete the Iowa FBLA Sponsorship and Exhibitor Form with your business information and indicate the Exhibitor option. <https://goo.gl/forms/I GkMrCOgr5InefgD2>.

Q. Do I have to physically attend the conference in order to sponsor?

A. While Iowa FBLA does not require your presence at the conference, depending on the sponsorship level or options your presence is highly encouraged to receive the full experience and fully engage with members.

Q. What deadlines do I need to meet as an organization?

A. Iowa FBLA recommends confirming your selection with Iowa FBLA by February 15 to ensure your organization takes full advantage of opportunities. After your organization selects a sponsorship package within the sponsorship form <https://goo.gl/forms/I GkMrCOgr5InefgD2>, you will receive detailed information on deadlines to receive copy, advertisements, and additional information. Questions can be sent to Dana Lampe and Dale Helgevold at stateconference@iowafbla.org.

Q. What are my housing options on-site at SLC?

A. All sponsors are welcome to make use of the Iowa FBLA block at the Coralville Marriott, in Coralville, Iowa. Housing is made available to all conference participants on January 1. Room rates and applicable fees are the responsibility of the sponsor.

Q. If there are additional areas I may be interested in sponsoring, how should I inquire?

A. Our sponsorship opportunities are made available early to ensure sponsors and Iowa FBLA have time to process all information. If there are additional areas your organization is interested in being a part of, we recommend reaching out to Dana Lampe and Dale Helgevold at stateconference@iowafbla.org.