

# 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. is a national nonprofit 501(c)(3) education association with over 225,000 students preparing for careers in business and business related fields. The association is based in Reston, VA.

Iowa FBLA has over 1,300 members in 41 chapters across the state.

Co-curricular activities include career exploration, civic service, economic education, technical skill advancement. FBLA-PBL also works to encourage and support entrepreneurship while developing 21<sup>st</sup> 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 are the Iowa FBLA Business Scholarship Program and the Competitive Event Promotion Program?**

---

Iowa FBLA-PBL offers a variety of sponsorship and involvement opportunities during the State Leadership Conference to over 800 students and 41 schools across the state.

The Business Scholarship 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; including branding options and scholarships to 1<sup>st</sup> place winners. Levels range from \$500-\$2,500.

The Competitive Event Promotion allows businesses and individuals to select an event that would expose their name to students. This promotion covers the expense of trophies and certificates for 1<sup>st</sup> -6<sup>th</sup> place winners. Options range from \$50-\$200.



**Lou Voss**

Iowa FBLA State Adviser  
stateadviser@iowafbla.org

**Levi Hoffman**

FBLA State President  
president@iowafbla.org

**Susan Seuferer**

Financial Coordinator  
finance@iowafbla.org

**Angie Mojeiko**

State Officer Coordinator  
officeradviser@iowafbla.org

**Dana Lampe**

Co-Conference Coordinator  
stateconference@iowafbla.org

**Dale Helgevold**

Co-Conference Coordinator  
stateconference@iowafbla.org

**Shannon Smith**

State Fall Conference Coordinator  
sflc@iowafbla.org

**Jodi Leimkuehler**

Judges Coordinator  
judges@iowafbla.org

**Kyle Kuhlert**

Business/Alumni Coordinator and  
Secretary  
sponsorships@iowafbla.org

**Kent Seuferer**

State Chair  
statechair@iowafbla.org

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.

Iowa FBLA offers two sponsorship programs:

- Business Scholarship Program
  - Future | \$100
  - Business | \$250
  - Leader | \$500
  - America | \$1000
  - Executive | \$2500
  
- Competitive Event Promotion Program
  - \$50, \$100, \$150, \$200

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 Scholarship Program

## EXECUTIVE (\$2500)

- Recognition as Business Scholarship sponsor Conference Program
- Recognition as Business Scholarship sponsor on Iowa FBLA Website
- Recognition as Business Scholarship sponsor on Iowa FBLA social media feeds
- Free Exhibit Booth at the State Leadership Conference
- Recognition as a Business Scholarship sponsor during a General Session with a representative present to accept Conference Sponsor Thank you Award
- Company representative can provide remarks at a general session
- Two guaranteed 45-minute workshops
- Company logo place on name badges and conference lanyards
- Company logo placed on a step and repeat with the Iowa FBLA logo (large banner for conference participants to take photos in front of).
- \$1250 worth of Business Scholarships (Selected by business from list of available events). "Title of Event, Scholarship sponsored by XYZ Company". Scholarship sponsor may submit one judge for each specific event. Business logo will be printed on room sign for each specific event.
- Spotlights around Exhibit Hall featuring company logo

## AMERICA (\$1000)

- Recognition as Business Scholarship sponsor in Conference Program
- Recognition as Business Scholarship sponsor on Iowa FBLA Website
- Recognition as Business Scholarship sponsor on Iowa FBLA social media feeds
- Free Exhibit Booth State Leadership Conference
- Recognition as a Business Scholarship sponsor during a General Session with a representative present to accept Business Scholarship sponsor Thank you Award
- One guaranteed 45-minute workshops
- Company logo place on name badges
- \$600 worth of Business Scholarships (Selected by business from list of available events). "Title of Event, Scholarship sponsored by XYZ Company". Scholarship sponsor may submit one judge for each specific event. Business logo will be printed on room sign for each specific event.

## LEADER (\$500)

- Recognition as Business Scholarship sponsor in Conference Program
- Recognition as Business Scholarship sponsor on Iowa FBLA Website
- Recognition as Business Scholarship sponsor on Iowa FBLA social media feeds
- Free Exhibit Booth at the State Leadership Conference
- Verbal recognition as a Business Scholarship sponsor during a General Session
- \$300 worth of Business Scholarships (Selected by business from list of available events). "Title of Event, Scholarship sponsored by XYZ Company". Scholarship sponsor may submit one judge for each specific event. Business logo will be printed on room sign for each specific event.

## BUSINESS (\$250)

- Recognition as Business Scholarship sponsor in Conference Program
- Recognition as Business Scholarship sponsor on Iowa FBLA Website
- Recognition as Business Scholarship sponsor on Iowa FBLA social media feeds
- \$150 worth of Business Scholarships (Selected by business from list of available events). "Title of Event, Scholarship sponsored by XYZ Company". Scholarship sponsor may submit one judge for each specific event. Business logo will be printed on room sign for each specific event.

## FUTURE (\$100)

- \$100 worth of Business Scholarships (Selected by business from list of available events). "Title of Event, Scholarship sponsored by XYZ Company". Scholarship sponsor may submit one judge for each specific event. Business logo will be printed on room sign for each specific event.

# Competitive Events List for Business Scholarship Program

## Team Events (\$150 events)

3D Animation  
American Enterprise Project  
Banking & Financial Systems  
Broadcast Journalism  
Business Ethics  
Business Financial Plan  
Business Plan  
Community Service Project  
Computer Game & Simulation Programming  
Digital Video Production  
E-business  
Electronic Career Portfolio  
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  
Sales Presentation  
Social Media Campaign  
Sports & Entertainment Management  
Website Design

## Individual Events (\$100 events)

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 & Application  
Economics  
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  
Securities & Investments  
Spreadsheet Applications  
Word Processing

# FBLA Competitive Event Promotion

Each chapter is responsible to submit \$250 worth of sponsorships. The Competitive Event Promotion allows businesses and individuals to select an event that would expose their name to students. This promotion covers the expense of trophies and certificates for 1<sup>st</sup> -6<sup>th</sup> place winners. Options range from \$50-\$200.

<p><b>\$50 EACH</b></p>	<ul style="list-style-type: none"> <li>Battle of the Chapters</li> <li>Battle of the Chapters Adv.</li> <li>Business Terminology</li> <li>Creed</li> <li>Filing</li> <li>HTML/CSS</li> <li>Interviewing &amp; Etiquette</li> <li>Local Chapter Exhibit</li> <li>NLC Pin Design &amp; Promo</li> </ul>	<ul style="list-style-type: none"> <li>NLC T-Shirt Design and Promo Sales</li> <li>Technical Practical Applications</li> <li>Random Acts of Kindness</li> <li>Spelling Relay</li> <li>Spelling Relay Advanced</li> <li>Vocab Relay</li> <li>Vocab Relay Advanced</li> </ul>
<p><b>\$100 EACH</b></p>	<ul style="list-style-type: none"> <li>Accounting I</li> <li>Accounting II</li> <li>Advertising</li> <li>Agribusiness</li> <li>Business Calculations</li> <li>Business Communications</li> <li>Business Law</li> <li>Client Service</li> <li>Coding &amp; Programming</li> <li>Computer Problem Solving</li> <li>Cyber Security</li> <li>Economics</li> <li>Electronic Career Portfolio</li> <li>Future Business Leader</li> <li>Healthcare Administration</li> <li>Help Desk</li> <li>Impromptu Speaking</li> <li>Insurance &amp; Risk Management</li> </ul>	<ul style="list-style-type: none"> <li>Introduction to Business</li> <li>Introduction to Business Communication</li> <li>Introduction to Business Procedures</li> <li>Introduction to FBLA</li> <li>Introduction to Financial Math</li> <li>Introduction to Parliamentary Procedure</li> <li>Introduction to Public Speaking</li> <li>Introduction to Public Speaking</li> <li>Journalism</li> <li>Job Interview</li> <li>Networking Concepts</li> <li>Organizational Leadership</li> <li>Personal Finance</li> <li>Political Science</li> <li>Public Speaking</li> <li>Sales Presentation</li> <li>Securities &amp; Investments</li> </ul>
<p><b>\$150 EACH</b></p>	<ul style="list-style-type: none"> <li>Computer Applications</li> <li>Database Design &amp; Applications</li> <li>Spreadsheet Applications</li> <li>Word Processing</li> <li>Who's Who</li> </ul>	
<p><b>\$200 EACH</b></p>	<ul style="list-style-type: none"> <li>3D Animation</li> <li>American Enterprise Project</li> <li>Banking &amp; Financial Systems</li> <li>Broadcast Journalism</li> <li>Business Ethics</li> <li>Business Financial Plan</li> <li>Business Plan</li> <li>Community Service Project</li> <li>Computer Game &amp; Simulation</li> <li>Digital Video Production</li> <li>E-Business</li> <li>Emerging Business Issues</li> <li>Entrepreneurship</li> <li>Global Business</li> <li>Graphic Design</li> </ul>	<ul style="list-style-type: none"> <li>Hospitality Management</li> <li>Introduction to Business Presentation</li> <li>Local Chapter Annual Business Report</li> <li>Management Decision Making</li> <li>Management Information Systems</li> <li>Marketing</li> <li>Mobile Application Development</li> <li>Network Design</li> <li>Parliamentary Procedure</li> <li>Partnership with Business Project</li> <li>Public Service Announcement</li> <li>Publication Design</li> <li>Social Media Campaign</li> <li>Sports &amp; Entertainment Management</li> <li>Website Design</li> </ul>

## FREQUENTLY ASKED QUESTIONS

---

**Q. How can I be a Business Sponsor?**

**A.** There are two programs 1) Business Scholarship Program and 2) the Competitive Event Promotion Program. For either of them, complete the Business Sponsor and Exhibitor form with your business information and choice of sponsorship. <https://goo.gl/forms/IGkMrCOgr5InefgD2>.

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

**A.** Iowa FBLA Exhibitor form with your business information and indicate the Exhibitor option. <https://goo.gl/forms/IGkMrCOgr5InefgD2>.

**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 presences 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.** After your organization selects a sponsorship package, you will receive detailed information on deadlines to receive copy, advertisements, and additional information. Iowa FBLA recommends confirming your selection with Iowa FBLA by February 15 to ensure your organization takes full advantage of opportunities.

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

**A.** All sponsors are welcome to make use of the Iowa 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 begin a part of, we recommend reaching out ASAP to Dana Lampe at [stateconference@iowafbla.org](mailto:stateconference@iowafbla.org) or 319-360-3799.