

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 200,000 students preparing for careers in business- and business-related fields. The national association is based in Reston, Virginia.

Iowa FBLA has over 1,340 members in 43 chapters. Intra-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 2019, nearly 900 students from 33 schools competed for the opportunity to represent Iowa at the National Leadership Conference. Through a rigorous competitive events program, Iowa FBLA is able to prepare students with hands-on business skills in accounting, marketing, finance, management, administration, and digital design. Students are also presented with leadership and community involvement activities including campaigning for state office, visiting exhibit booths, March of Dimes Lip-sync Battle and Mini-Walk.

What is the Business Sponsorship Program?

Iowa FBLA offers a variety of sponsorship and involvement opportunities during the State Leadership conference to over 1000 participants from across the state.

The Business Sponsorship Program allows business and partners an opportunity to provide more support to the overall State Leadership 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 \$50 for each national first place winner, 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 please visit www.iowafbla.org.

To donate or support Iowa FBLA please visit www.iowafbla.org/support.html.



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. State Leadership Conference will be March 26-28, 2020.

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.

A handwritten signature in black ink that reads "Alexandria Schmitz".

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Sponsorship Levels

PLATINUM | \$5000

- Recognition as Platinum Sponsor in Conference Program App
- Recognition as Platinum Sponsor on Iowa FBLA Website
- Complementary Premier Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Platinum Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$2500 worth of scholarships (Selected by sponsor from list of available events) Scholarships pay \$50 to the first-place National event winners. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Sponsor may submit judge(s) for each specific event
- Sponsor representative can provide 1-to 3- minute remarks at a general session
- Two guaranteed 45-minute workshops available
- Sponsor logo placed on name badges and conference lanyards
- Sponsor logo will be printed on room sign for each specific event
- Sponsor logo placed on a step and repeat with the Iowa FBLA logo (photo backdrop banner for conference participants)
- Sponsor logo placed on a conference-themed t-shirt

EXECUTIVE | \$2500

- Recognition as Executive Sponsor in Conference Program App
- Recognition as Executive Sponsor on Iowa FBLA Website
- Complementary Premier Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Executive Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$1750 worth of scholarships (Selected by sponsor from list of available events) Scholarships pay \$50 to the first-place National event winners. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Sponsor may submit one judge for each specific event
- Sponsor representative can provide 1- to 3- minute remarks at a general session
- Two 45-minute workshops available
- Sponsor logo placed on name badges and conference lanyards
- Sponsor logo will be printed on room sign for each specific event
- Sponsor logo placed on a conference-themed t-shirt

Sponsorship Levels cont.

AMERICA | \$1000

- Recognition as America Sponsor in Conference Program
- Recognition as America Sponsor on Iowa FBLA Website
- Complementary Inline Business and Career Fair Booth at the State Leadership Conference
- Recognition as a America Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award
- \$750 worth of scholarships (Selected by sponsor from list of available events) Scholarships pay \$50 to the first-place National event winners. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Sponsor may submit one judge for each specific event
- One guaranteed 45-minute workshop
- Sponsor logo will be printed on room sign for each specific event
- Sponsor logo placed on a conference-themed t-shirt

LEADER | \$500

- Recognition as Leader Sponsor in Conference Program
- Recognition as Leader Sponsor on Iowa FBLA Website
- Complementary Inline Business and Career Fair Booth at the State Leadership Conference
- Recognition as a Leader Sponsor during a General Session
- \$400 worth of scholarships (Selected by sponsor from list of available events) Scholarships pay \$50 to the first-place National event winners. Covers expense of awards and certificates for 1st -6th place winners for the selected events
- Sponsor logo will be printed on room sign for each specific event

Business and Career Fair

March 27, 2020 | 10 am – 2 pm

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 lunch is provided for vendors. Business and Career Fair opportunities are included in some Sponsorship Levels.

Premier Booth | \$400

Two 8' tables, two chairs, pipe and drape backdrop, power, high traffic placement

Inline Booth | \$250

8' skirted table, two chairs, pipe and drape backdrop, power

Regular Booth | \$100

8' skirted table, two chairs

A La Carte Sponsorship Opportunities

Adviser/Judge Luncheon | \$2000 On Friday, all advisers, judges, and volunteers registered for the conference will attend a luncheon. Sponsors are welcome to speak to individuals and build an education network. Sponsorship includes branding for luncheon, signs and banners at location, and the ability to provide informational materials to attendees.

Senior Social Reception | \$1500 The senior social reception is an interactive reception focused on preparing students for the next step after their high school career. This captive audience of seniors will be able to engage with the sponsor and celebrate their successes of their years in FBLA.

Passport | \$1000 Student members will travel around the conference engaging with workshop presenters, speakers, and vendors and will use their passport for a chance to win gift cards by being the most traveled conference attendee. Sponsor will have branding on each student passport and can select the gift card brands for the prizes.

Friday Entertainment Sponsor | \$500 2-min speech – See the excitement and feel the energy in the room as students gear up for the nightly entertainment after a long day of competition. Speech will lead the entertainment, and sponsorship branding includes signs and banners along with recognition for the event.

Social Media Post | \$100 Social media is a vital aspect of the conference, and is used to not only communicate with conference attendees, but those monitoring the program from home. Sponsors may submit social media posts, and, subject to approval, have them posted at specific times during the conference.

FBLA Competitive Event List

BUSINESS LEVEL - NATIONAL EVENTS | \$250

\$250 worth of national sponsorship covers expense of awards and certificates for 1st -6th place winners for the selected events. (Selected by sponsor from list of available events)

3D Animation	Emerging Business Issues	Marketing
American Enterprise Project	Entrepreneurship SOLD OUT	Mobile Application Development
Banking & Financial Systems SOLD OUT	Global Business SOLD OUT	Network Design
Broadcast Journalism	Graphic Design	Parliamentary Procedure
Business Ethics	Hospitality Management	Partnership with Business Project
Business Financial Plan	Introduction to Business Presentation SOLD OUT	Public Service Announcement SOLD OUT
Business Plan	Local Chapter Annual Business Report SOLD OUT	Publication Design
Community Service Project	Management Decision Making	Social Media Campaign
Computer Game & Simulation SOLD OUT	Management Information Systems	Sports & Entertainment Management
Digital Video Production SOLD OUT		Website Design
E-Business		

FUTURE LEVEL - NATIONAL EVENTS | \$100

\$100 worth of national sponsorship covers expense of awards and certificates for 1st -6th place winners for the selected events. (Selected by sponsor from list of available events)

Accounting I	Electronic Career Portfolio	Introduction to Parliamentary Procedure
Accounting II	Future Business Leader	Introduction to Public Speaking
Advertising SOLD OUT	Healthcare Administration	Job Interview SOLD OUT
Agribusiness SOLD OUT	Help Desk	Journalism
Business Calculations SOLD OUT	Impromptu Speaking SOLD OUT	Networking Concepts
Business Communications	Insurance & Risk Management SOLD OUT	Organizational Leadership
Business Law SOLD OUT	Introduction to Business	Personal Finance SOLD OUT
Client Service SOLD OUT	Introduction to Business Communication SOLD OUT	Political Science
Coding & Programming	Introduction to Business Procedures	Public Speaking
Computer Applications	Introduction to FBLA	Sales Presentation
Computer Problem Solving	Introduction to Financial Math	Securities & Investments SOLD OUT
Cyber Security	Introduction to Information Technology	Spreadsheet Applications
Database Design & Applications		Who's Who SOLD OUT
Economics		Word Processing

FRIEND LEVEL - STATE EVENTS | \$50

\$50 worth of sponsorship covers expense of awards and certificates for 1st -6th place winners for the selected events. (Selected by sponsor from list of available events)

Battle of the Chapters	Interviewing & Etiquette	Random Acts of Kindness SOLD OUT
Battle of the Chapters Adv.	Local Chapter Exhibit	Spelling Relay
Business Terminology	NLC Pin Design & Promo	Spelling Relay Advanced
Creed	NLC T-Shirt Design and Promo	Vocab Relay
Filing SOLD OUT	Sales	Vocab Relay Advanced
HTML/CSS	Technical Practical Applications	

FREQUENTLY ASKED QUESTIONS

Q: How can I finalize being a sponsor?

A: Complete the Iowa FBLA [Sponsorship and Exhibit Form](http://iowafbla.org/support.html) (iowafbla.org/support.html) with your information and choice of sponsorship.

Q: What if my organization would like to only be an exhibitor at the conference?

A: Any level of support is greatly appreciated. Complete the Iowa FBLA [Sponsorship and Exhibit Form](http://iowafbla.org/support.html) (iowafbla.org/support.html) with your organizations information and select exhibitor as sponsor.

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 attendees.

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

A: Iowa FBLA recommends confirming your sponsorship selection(s) 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](#), you will receive detailed information on deadlines.

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

A: All sponsors are welcome to make use of the Iowa FBLA conference housing portal when booking accommodations 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: How many sponsorships are available?

A: While each sponsorship level offers different levels of exposure for your organization, some sponsorships are limited. Most sponsorship levels are on a first-come, first-serve basis. For specific requests, please contact Dale Helgevold at sponsorships@iowafbla.org.

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, please contact Dale Helgevold at sponsorships@iowafbla.org.