



**PARTNER & SPONSOR**  
**PROSPECTUS**

2024 - 25



# WORKING TOGETHER TO PREPARE FUTURE LEADERS

Our organization is dedicated to nurturing the next generation of business leaders, and we are seeking partners like you to support our mission.

Your partnership is essential for delivering on Iowa FBLA's mission to inspire and prepare students to become community-minded business leaders in a global society. We look forward to strengthening our partnership through these giving opportunities and beyond!

By becoming a partner, you will gain valuable brand visibility among our network of talented students, educators, and parents, as well as access to exclusive networking opportunities and the satisfaction of making a significant impact on our community.

Sincerely,

*Kent L. Storm*



**Kent Storm**

Executive Director &  
State Adviser  
Iowa FBLA

# OUR MISSION

FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.



# WHAT IS IOWA FBLA?

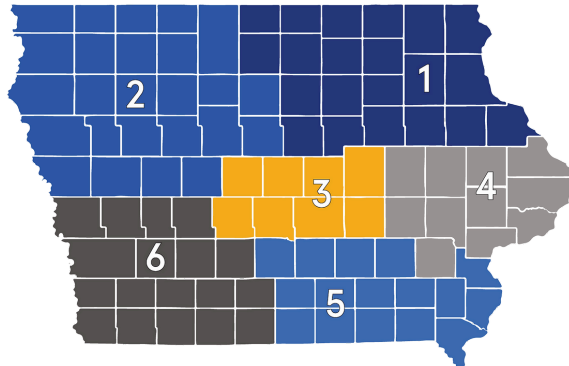
## BY THE NUMBERS

**2,300+**

TOTAL STUDENT REACH

**195+**

SCHOOL CHAPTERS

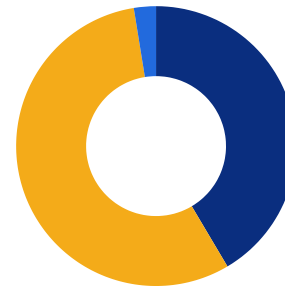


- DISTRICT 1: 513 MEMBERS
- DISTRICT 2: 253 MEMBERS
- DISTRICT 3: 269 MEMBERS
- DISTRICT 4: 508 MEMBERS
- DISTRICT 5: 462 MEMBERS
- DISTRICT 6: 362 MEMBERS

Future Business Leaders of America (FBLA) is a national nonprofit 501(c)(3) education association with over 200,000 students preparing to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

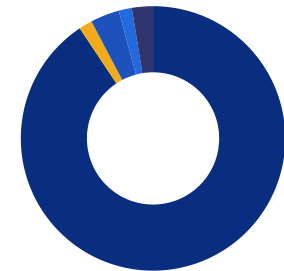
Iowa FBLA has over 2,300 student members and over 225 local advisers in over 195 school chapters and has served Iowans since 1947. Intra-curricular activities include career exploration, civic service, economic education, and technical skill advancement. FBLA also works to encourage and support entrepreneurship while developing members' employability skills.

### GENDER



- MALE: 61%
- FEMALE: 39%
- OTHER: 3%

### RACE & ETHNICITY



- WHITE/CAUCASIAN: 91%
- BLACK: 2%
- HISPANIC: 3%
- ASIAN: 4%
- OTHER: 3%

# FBLA MIDDLE & HIGH SCHOOL STATE LEADERSHIP CONFERENCE

MARCH 30 – APRIL 1, 2025 | DOUBLE TREE BY HILTON HOTEL | CEDAR RAPIDS, IA

## AGENDA AT A GLANCE

### SUNDAY, MARCH 30

- 11:00 – 2:00 PM Registration
- 2:00 – 6:30 PM Competitive Events
- 3:00 – 4:00 PM Adviser Workshops
- 3:00 – 4:00 PM First-Year Member Social
- 5:00 – 6:00 PM Senior Social
- 7:00 – 8:30 PM Opening General Session

The Iowa FBLA Middle & High School State Leadership Conference is the pinnacle of the membership year. Through a rigorous competitive events program, Iowa FBLA is able to prepare students with hands-on business skills in accounting, marketing, finance, management, administration, digital design, and more. Students are also presented with leadership and community involvement activities including campaigning for state office, meeting businesses & colleges in the Leadership Lounge, and participating in community service projects.

### MONDAY, MARCH 31

- 10:00 AM – 4:00 PM Educational Sessions
- 10:00 – 11:00 AM Junior Breakfast
- 10:00 AM – 3:00 PM Business & Career Fair
- 11:30 AM – 2:00 PM Volunteer & Exhibitor Luncheon

### TUESDAY, APRIL 1

- 8:00 – 9:00 AM Community Service Project
- 8:00 – 9:00 AM Relay Events
- 8:30 – 9:00 AM Gold Chapter Reception
- 9:30 – 1:00 PM Awards of Excellence Session









# PARTNER OPPORTUNITIES

	PRESENTING	TITANIUM	PLATINUM	EXECUTIVE	AMERICA	LEADER	EXHIBITOR	
<b>Package Cost</b>	\$15,000	\$10,000	\$5,000	\$2,500	\$1,000	\$500	\$250	
<b>Opportunities Available</b>	1	2	3	5	10	20	40	
<b>Attendee &amp; Event Access</b>	Full access registrations	10	8	6	4	2	1	1
	Additional attendees	\$25 ea.	\$25 ea.	\$25 ea.	\$25 ea.	\$50 ea.	\$50 ea.	\$50 ea.
	Exhibit Space	Customized		16' x 8'		8' x 8'		8' x 8'
	Conference Presenting Rights & General Session Presentation	X						
	Exclusive emailed sponsor spotlight to all attendees	X	X					
	Contact list of attendees	X	X	X	X			
	One hour educational breakout session	Varies	3	3	2	1		
	Hospitality room access for length of conference	X	X	X	X			
	Opportunity to great guests for one hour at Registration Desk	X	X	X				
	Discounted hotel room rate	65%		50%		25%		
<b>Brand Elevation &amp; Exposure</b>	Complementary branded promotional item selection	X						
	Room upgrade for one to Junior Suite at no additional charge	X	X					
	Featured advertisement in app	X	X	X				
	Push notification/message sent to attendees	Varies	3	2	1			
	Custom mission in conference scavenger hunt	Varies	3	3	2	1		
	Prominent placement & recognition on signage	X	X	X	X	X		
	Partnership recognition in conference communications	X	X	X	X	X	X	
	Company provided marketing item in all attendee packets	X	X	X	X	X	X	X
	Sponsorship recognition in conference slide deck	X	X	X	X	X	X	
	Logo with link to website on conference page	X	X	X	X	X	X	x

# SPECIAL EVENT PACKAGES

	GENERAL SESSIONS	LEADERSHIP LOUNGE	FBLA UNIVERSITY	LUNCHEON	RECEPTION	
Package Cost	\$10,000	\$5,000	\$5,000	\$3,000	\$1,000	
Opportunities Available	2	1	2	1	3	
Percentage of Attendee Impressions	100%	75%	60%	Varies	Varies	
Attendee & Event Access	Full access registrations	8	6	6	4	2
	Additional attendees	\$25 ea.	\$25 ea.	\$25 ea.	\$25 ea.	\$50 ea.
	Exhibit Space	Customized	16' x 8'		8' x 8'	
	Contact list of attendees	X	X	X	X	
	Educational breakout session(s)	3	3	2	2	1
	Hospitality room access for length of conference	X	X	X	X	X
	Discounted hotel room rate	65%	50%	50%	50%	25%
	Room upgrade for one to Junior Suite at no additional charge	X	X	X		
	Time allotted for remarks to event attendees	Varies	5 min		2 min	
	Logo with link to website on conference page	X	X	X	X	X
Special Event Sponsorship	Partnership recognition in conference communications	X	X	X	X	X
	Organization door greeters	X			X	X
	Logo on table tents during event		X		X	X
	Featured advertisement in Sponsor listing of App	X	X	X	X	X
	Logo on door signs during event	X	X	X	X	X
	Prominent placement & recognition on signage	X	X	X	X	X
	Sponsorship recognition in conference slide deck	X			X	X

# BRANDED PROMOTIONAL ITEMS

		ADVISER & VOLUNTEER			ATTENDEE				
		Conference Gift	Adviser Room Gift	Tote Bag	WI-FI	Room Keys	Conference Gift	Lanyard	Name Badge
									
		\$2000	\$1500	\$1000	\$5000	\$4000	\$3000	\$2000	\$1000
Branded Promotional Benefits	Exhibit Space at Business & Career Fair	X	X	X	X	X	X	X	X
	Full Access Registration	2	2	2	4	4	3	2	2
	Additional Attendees	\$50			\$25 ea.			\$50 ea.	
	Company Logo & Link on Conference Page	X	X	X	X	X	X	X	X
	Recognition in Conference Communications	X	X	X	X	X	X	X	X
	Advertisement in Conference App	X	X	X	X	X	X	X	X
	Prominent Recognition on Sponsor Signage	X	X	X	X	X	X	X	X
	Marketing Item in Attendee Packets	X			X	X	X		
	Recognition in Conference Slide Deck	X	X	X	X	X	X	X	X
	Custom Network & Password for Conference				X				
	Branded Item Distributed at Opening Session						X		
	Branded Item Distributed at Registration			X					
	Co-Branded Logo on Sponsored Item	X	X	X	X	X	X	X	X
Right of First Refusal for Following Year	X	X	X	X	X	X	X	X	



# PARTNERSHIPS WITH FBLA

## Before You Sign Up

It is understood that purchasing a sponsorship will become a binding contract upon acceptance by Iowa FBLA, and incorporated into this contract are the following terms, conditions and rules, and regulations (found at [iowafbla.org](http://iowafbla.org)). The individual purchasing sponsorship represents and warrants that they are authorized to execute a binding agreement on behalf of the company, and should they be removed from their position, the contracting organization is required to fulfill the obligations under this agreement.

## Payment Policy

Payments can be made in two equal installments paid in full by February 1, 2024. Payments can be made by check or credit card. Failure to pay invoice within these terms may result in loss of partnership or conference sponsorship. Shared partnerships or sponsorships are prohibited.

Contributions to Iowa Future Business Leaders of America (Iowa FBLA) are deemed charitable under section 501 (a) of the Internal Revenue Code as an organization described in Section 501(c)(3). Please consult your accountant for any clarification.

Legal Name: Future Business Leaders of America, Iowa State Chapter. DBA: Iowa FBLA EIN: 23-7154861.

Iowa Future Business Leaders of America (Iowa FBLA) is a non-profit 501(c)(3) organization dedicated to securing & stewarding private gifts and grants that benefit Iowa FBLA.

Iowa FBLA is committed to retaining public trust. Iowa FBLA openly discloses information about its policies and activities, financial statements, and other information to further understanding its mission and operations. To obtain a copy of our most recent financial statement, please email us at [finance@iowafbla.org](mailto:finance@iowafbla.org).

## Logo Usage

All Iowa FBLA partner logos must be co-branded with the official Iowa FBLA logo. Prior approval is required before their usage is authorized for digital and print productions.

## Right of First Refusal

The Right of First Refusal for existing Iowa FBLA partners is a policy that grants current partners the priority option to renew their sponsorship for the upcoming year's events and activities.

# FREQUENTLY ASKED QUESTIONS

## Q: How can I finalize or secure a partnership?

A: Select the desired item(s) and see the availability of sponsorships on the Iowa FBLA website under the Support tab, or visit [www.iowafbla.org/support](http://www.iowafbla.org/support).

## Q: What if my organization would like to only be an exhibitor at an event?

A: Any level of support is greatly appreciated. Select Exhibitor on the Iowa FBLA website under the Store - Partnerships tab, with your organization information and select exhibitor as a partner. You can also visit [www.iowafbla.org/partnerships](http://www.iowafbla.org/partnerships) to complete the request.

## Q: How many partnerships are available?

A: While each partnership offers different levels of exposure for your organization, some items are limited. Most partnership levels are on a first-come, first-serve basis. For specific requests, please contact Jonathan Nevenhoven at [jonathan@iowafbla.org](mailto:jonathan@iowafbla.org).

# FOR MORE INFORMATION



**Jonathan Nevenhoven**

Business Partnerships &  
Development Coordinator

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**Kent Storm**

Executive Director &  
State Adviser

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# THANK YOU TO OUR CURRENT PARTNERS





Future Business Leaders of America