

Sponsorship
& Exhibitor
Opportunities

2017

Bringing business and education together in a positive working relationship through innovative leadership and career development programs.

Service
Education
Progress



What is Missouri FBLA-PBL?

Future Business Leaders of America-Phi Beta Lambda 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., and has four divisions:

- Future Business Leaders of America (FBLA) for high school students;
- FBLA-Middle Level for junior high, middle, and intermediate school students;
- Phi Beta Lambda (PBL) for postsecondary students; and
- Professional Division for businesspeople, FBLA-PBL alumni, educators, and parents who support the goals of the association.



Missouri FBLA-PBL has nearly 17,000 members in 500 chapters across the state, making it the second largest chapter in the nation. Missouri FBLA-PBL members are active at district, state and national levels.

The FBLA-PBL mission is to bring business and education together in a positive working relationship through innovative leadership and career development programs. Co-curricular activities include career exploration, civic service, economic education and technical skill advancement. FBLA-PBL also works to encourage and support entrepreneurship.

What is the State Leadership Conference?

The Missouri FBLA-PBL State Leadership Conference is the pinnacle of the Missouri experience! In 2016, nearly 5,000 students competed for an opportunity to represent Missouri on the National level. Through a rigorous competitive events program, Missouri FBLA-PBL 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 over 40 workshops, the Leadership EXPO, local business tours, and keynote presentations

WHAT IS INCLUDED IN THIS GUIDE?

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Dear Missouri FBLA-PBL Supporter,

Thank you for taking the first step in becoming a 2017 Missouri Future Business Leaders of America – Phi Beta Lambda State Leadership Conference Sponsor. Our leadership event will be held March 31-April 4, 2017 in Springfield, Missouri.

Each year, nearly 5,000 Missouri middle school, high school, and college students compete for a chance to represent Missouri at the National Leadership Conference. With competitive events ranging from accounting to mobile application development, banking and financial systems to agribusiness, Missouri FBLA-PBL offers events for every student no matter his or her career path.

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 your knowledge and expertise while discussing the many opportunities your business or organization offers.

Missouri FBLA-PBL offers five sponsorship levels:

- Presidential Sponsor | \$10,000
- Executive Sponsor | \$7,500
- Leader Sponsor | \$5,000
- Business Sponsor | \$2,500
- Future Sponsor | \$1,500

In addition, individual sponsorships of Competitive Events and a la carte sponsorship opportunities are available.

Sponsors are also welcome to attend the Professional Division Reception, an opportunity for business leaders, advisers, and alumni to come together. The Professional Division allows you and your business to interact with members and advisers year round.

Please review the information included in this packet as you determine the best way your business can be a part of Missouri FBLA-PBL and the future of the workforce.

We thank you for your time and support of Missouri career and technical education!

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2017 Sponsorship Opportunities

Sponsorship Item	Presidential \$10,000 (Exclusive)	Executive \$7,500 (Exclusive)	Leader \$5,000	Business \$2,500	Future \$1,500
Logo printed on Conference Lanyards	X				
Speaking Opportunity at Awards of Excellence	2-3 min Speech				
Speaking Opportunity at Adviser Reception	5-min Speech	2-3 min Speech			
Presenting Sponsor for General Session & Stream	Awards of Excellence	Opening Session			
Social Media Post(s) Promoting Business	Three	One			
Co-Branded Photo Backdrop	X	X			
Guidebook Conference Program Advertisements	Featured Banner Ad	Banner Ad			
Advertisement on Housing Portal	X	X	X		
Questions included in Survey	Four	Three	Two	One	
Vendor booth in Hotel Lobby	Entire Conference	Entire Conference	Entire Conference	One Day	
Workshops	Three 45-min	Two 45-min	Two 45-min	Two 45-min	One 45-min
Competitive Event Sponsorships	\$5000	\$3000	\$1500	\$1000	\$500
Leadership EXPO Booth	Front Premier Booth	Premier Booth	Premier Booth	Premier Booth	Booth
Ability to Judge Competitive Events	X	X	X	X	X

2017 State Leadership Conference

Sponsorship Levels

Presidential (\$10,000) | Exclusive Sponsorship for One Organization

- Recognition as *Presidential Sponsor* during all General Sessions
- Sponsor logo co-branded with Missouri FBLA-PBL logo on conference lanyards
- Extended featured sponsor profile in Guidebook® event app
- Listed as exhibitor in Guidebook® event app
- Featured Banner Ad in Guidebook® event app
- Presenting Sponsor for Awards of Excellence Ceremony, "*Missouri FBLA Awards of Excellence Ceremony, Presented by XYZ Company*"
- Advertisement on FBLA conference housing portal
- Speech or Video Screening at Awards of Excellence Ceremony (2-3 minutes, to be approved in advance)
- Speech at Adviser Reception (5 minutes, to be approved in advance)
- Three sponsor-crafted posts on Missouri FBLA social media outlets
- Vendor Booth in Hotel Lobby throughout entire conference
- Printed 7' 5" x 7' 5" photo backdrop with sponsor & Missouri FBLA-PBL Logos
- Three guaranteed 45-minute workshops available (topic subject to approval)
- Front Premier Booth during FBLA College & Career Fair
- Outcome measurements from student surveys. Ability to submit up to four questions for use in pre-event survey, completed by 3,000 students. *Questions subject to approval.*
- \$5,000 worth of Competitive Event Sponsorships (Selected by sponsor from list of available events) "*Title of Event, Sponsored by XYZ Company*". Sponsor may present awards to top five individuals or teams for each sponsored event. Sponsor may submit one judge for each specific sponsored event. Sponsor logo will be printed on room signs for each specific sponsored event.

Executive (\$7,500) | Exclusive Sponsorship for One Organization

- Recognition as *Executive Sponsor* during all General Sessions
- Extended sponsor profile in Guidebook® event app
- Listed as exhibitor in Guidebook® event app
- Banner Ad in Guidebook® event app
- Presenting sponsor for Opening Session "*Missouri FBLA Opening Session, Presented by XYZ Company*"
- Advertisement on conference housing portal
- Speech at Adviser Reception (2-3 minutes, to be approved in advance)
- One sponsor-crafted post on Missouri FBLA social media outlets
- Vendor Booth in Hotel Lobby throughout entire conference
- Printed 7' 5" x 7' 5" photo backdrop with sponsor & Missouri FBLA-PBL Logos
- Two guaranteed 45-minute workshops available (topic subject to approval)
- Premier Booth during FBLA College & Career Fair
- Outcome measurements from student surveys. Ability to submit up to three questions for use in pre-event survey, completed by 3,000 students. *Questions subject to approval.*
- \$3,000 worth of Competitive Event Sponsorships (Selected by sponsor from list of available events). "*Title of Event, Sponsored by XYZ Company*". Sponsor may present awards to top five individuals or teams for each sponsored event. Sponsor may submit one judge for each specific sponsored event. Sponsor logo will be printed on room signs for each specific sponsored event.

Leader (\$5,000)

- Recognition as *Leader Sponsor* during all General Sessions
- Sponsor profile in Guidebook® event app
- Listed as exhibitor in Guidebook® event app
- Vendor Booth in Hotel Lobby throughout entire conference
- Advertisement on FBLA conference housing portal
- Two guaranteed 45-minute workshops available (topic subject to approval)
- Premier Booth during FBLA College & Career Fair
- Outcome measurements from student surveys. Ability to submit up to two questions for use in pre-event survey, completed by 3,000 students. *Questions subject to approval.*
- \$1,500 worth of Competitive Event Sponsorships (Selected by sponsor from list of available events). *"Title of Event, Sponsored by XYZ Company"*. Sponsor can present awards to top five individuals or teams for each sponsored event. Sponsor can submit one judge for each specific sponsored event. Sponsor logo will be printed on room signs for each specific sponsored event.

Business (\$2,500)

- Recognition as *Business Sponsor* during all General Sessions
- Listed as sponsor in Guidebook® event app
- Listed as exhibitor in Guidebook® event app
- Vendor Booth in Hotel Lobby during one entire day of conference
- Two guaranteed 45-minute workshops available (topic subject to approval)
- Premier Booth during FBLA College & Career Fair
- Outcome measurements from student surveys. Ability to submit one question for use in pre-event survey, completed by 3,000 students. *Questions subject to approval.*
- \$1,000 worth of Competitive Event Sponsorships (Selected by sponsor from list of available events). *"Title of Event, Sponsored by XYZ Company"*. Sponsor may present awards to top five individuals or teams for each sponsored event. Sponsor may submit one judge for each specific sponsored event. Sponsor logo will be printed on room signs for each specific sponsored event.

Future (\$1,500)

- Listed as sponsor in Guidebook® event app.
- Listed as exhibitor in Guidebook® event app.
- One guaranteed 45-minute workshop available (topic subject to approval)
- Booth during FBLA College & Career Fair
- \$500 worth of Competitive Event Sponsorships (Selected by sponsor from list of available events). *"Title of Event, Sponsored by XYZ Company"*. Sponsor may present awards to top five individuals or teams for each sponsored event. Sponsor may submit one judge for each specific sponsored event. Sponsor logo will be printed on room signs for each specific sponsored event.

2017 State Leadership Conference

A La Carte Opportunities

Missouri FBLA-PBL recognizes that all organizations, no matter their size, have an interest in the future of the workforce. Sponsorship opportunities are available in an a la carte format, allowing organizations to build a package that fits their needs.

Speaking Opportunities

Adviser Reception

On Monday, April 3, all advisers registered for the conference will convene for a two-hour meeting to review the conference and prepare for the National Leadership Conference. Sponsors are welcome to speak to advisers, provide materials or gifts, and network throughout the evening.

2-Minute Speech: \$750

5-Minute Speech: \$1000

Senior Banquet

On Monday, April 2, all seniors at the conference are invited to attend the Senior Banquet, hosted by Missouri Phi Beta Lambda (PBL). Missouri PBL reviews transitioning to college, including financing your education, starting in community college, and getting involved on campus. Sponsors are welcome to speak to the students, provide materials or gifts, and network throughout the evening.

2- Minute Speech: \$500

5-Minute Speech: \$750

Event Sponsor: \$2,000 (includes 5-minute speech)

Workshop Presentations

Workshops are an integral component of the Missouri FBLA-PBL experience, allowing students to custom build a schedule of learning and networking. Workshops are scheduled in 45-minute intervals on Sunday, April 2 and Monday, April 3 and have audiences up to 500. Presenters and descriptions are listed in the Guidebook® App. Sponsors can present a workshop to students on a business or leadership topic.

Workshop: \$500

Leadership Expo (College & Career Fair)

The Leadership Expo is a unique opportunity to speak with students and advisers in a personal, one-on-one atmosphere. Held in conjunction with the Leadership Village, colleges, business, and fundraising and service partners are welcome to communicate with students and distribute information and materials.

Booth: \$250 (8' table)

Premier Booth: \$500 (8' table, pipe and drape, power)

Front Premier Booth: \$1000 (two 8' tables, pipe and drape, power, high traffic placement)

Advertising Opportunities

Housing Portal

Missouri FBLA-PBL utilizes a central housing system for all chapters to book housing. This required system is used by nearly 4,000 attendees. Sponsors may include a small logo or advertisement on the system, available for chapters on the home page and when searching available housing options.

Small Advertisement: \$300

Top Banner: \$750 (includes recognition as housing portal sponsor)

Guidebook® Mobile App & Conference Program Sponsorship: \$2,000

Social Media Posts

Social media is a vital aspect of the conference, and is used as a way to not only communicate with conference attendees, but those monitoring the program from home. Our Buzz Squad, a collective of students, manage the Missouri FBLA social media outlets during the conference. Sponsors may submit social media posts, and, subject to approval, have them posted at specific times during the conference.

Single Post(s): \$100 each (choice of Facebook, Instagram, Twitter, or Snapchat)

Combination: \$250 each (posts to all four platforms above)

Competitive Event Opportunities

The Missouri FBLA-PBL Competitive Events Program is the foundation on which our organization is built. With events covering nearly every topic, there is an opportunity for all students, no matter their plan of study, to engage in practical skill attainment. Sponsors may select from a variety of competitive event options, finding one that fits their business or meets their target market. A full listing of all available competitive events, along with their sponsorship rate, is available on the next few pages.

2017 State Leadership Conference

Competitive Event Sponsorship Opportunities

Our largest division, FBLA serves nearly 16,000 student members in high schools across Missouri. Competitive event winners for FBLA are live streamed online, with a combined audience of more than 5,000.

Event	Cost
3D Animation	\$350
Accounting I	\$100
Accounting II	\$100
Advertising	\$100
Agribusiness	\$100
American Enterprise Project	\$350
Banking & Financial Systems	\$350
Business Calculations	\$100
Business Communication	\$100
Business Ethics	\$350
Business Financial Plan	\$350
Business Law	\$100
Business Plan	\$350
Client Service	\$350
Coding & Programming	\$350
Community Service Project	\$350
Computer Applications	\$200
Computer Problem Solving	\$100
Cyber Security	\$100
Database Design & Applications	\$200
Desktop Application Programming	\$350
Digital Video Production	\$350
E-business	\$350
Economics	\$100
Electronic Career Portfolio	\$350
Emerging Business Issues	\$350
Entrepreneurship	\$350
FBLA Principles & Procedures	\$100
Future Business Leader	\$350
Global Business	\$350
Graphic Design	\$350
Health Care Administration	\$100
Help Desk	\$350
Hospitality Management	\$350
Impromptu Speaking	\$350

Event	Cost
Insurance & Risk Management	\$100
Introduction to Business	\$100
Introduction to Business Communication	\$100
Introduction to Business Presentation	\$350
Introduction to Business Procedures	\$100
Introduction to Financial Math	\$100
Introduction to Information Technology	\$100
Introduction to Parliamentary Procedure	\$100
Job Interview	\$350
Journalism	\$100
Local Chapter Annual Business Report	\$350
Management Decision Making	\$350
Management Information Systems	\$350
Marketing	\$350
Mobile Application Development	\$350
Network Design	\$350
Networking Concepts	\$100
Organizational Leadership	\$100
Parliamentary Procedure	\$500
Partnership with Business Project	\$350
Personal Finance	\$100
Public Service Announcement	\$350
Public Speaking I	\$350
Public Speaking II	\$350
Publication Design	\$350
Sales Presentation	\$350
Securities & Investments	\$100
Social Media Campaign	\$350
Sports Management	\$100
Spreadsheet Applications	\$200
Virtual Business Challenge	\$100
Web Site Design	\$350
Who's Who in FBLA	\$150
Word Processing	\$200

Phi Beta Lambda (PBL)

Our collegiate level, PBL serves over 400 students in Missouri public and private higher education.

Event	Cost
Accounting Analysis & Decision Making	\$350
Accounting for Professionals	\$100
Accounting Principles	\$100
Administrative Technology	\$200
Business Communication	\$200
Business Decision Making	\$350
Business Ethics	\$350
Business Law	\$100
Business Presentation	\$350
Business Sustainability	\$100
Client Service	\$200
Community Service Project	\$350
Computer Animation	\$350
Computer Applications	\$100
Computer Concepts	\$100
Contemporary Sports Issues	\$100
Cyber Security	\$100
Desktop Publishing	\$200
Economic Analysis & Decision Making	\$350
Emerging Business Issues	\$350
Entrepreneurship Concepts	\$100
Financial Analysis & Decision Making	\$350
Financial Concepts	\$100
Financial Services	\$350
Forensic Accounting	\$200
Future Business Executive	\$200
Future Business Teacher	\$200
Help Desk	\$200
Hospitality Management	\$350
Human Resource Management	\$350

Event	Cost
Impromptu Speaking	\$200
Information Management	\$100
Integrated Marketing Campaign	\$350
International Business	\$100
Job Interview	\$200
Justice Administration	\$100
Local Chapter Annual Business Report	\$350
Macroeconomics	\$100
Management Analysis & Decision Making	\$350
Management Concepts	\$100
Marketing Analysis & Decision Making	\$350
Marketing Concepts	\$100
Microeconomics	\$100
Mobile Application Development	\$350
Network Design	\$350
Networking Concepts	\$100
Organizational Behavior & Leadership	\$100
Parliamentary Procedure	\$500
Personal Finance	\$100
Project Management	\$100
Public Speaking	\$350
Retail Management	\$100
Sales Presentation	\$250
Small Business Management Plan	\$350
Social Media Campaign	\$350
Sports Management & Marketing	\$100
Statistical Analysis	\$100
Strategic Analysis & Decision Making	\$350
Web Site Design	\$350
Who's Who in Missouri PBL	\$150

Middle Level (ML)

Our newest and most rapidly growing division, Middle Level serves 650 5-8 grade students in Missouri.

Event	Cost
American Enterprise Project	\$100
Business Communication	\$50
Business Concepts	\$50
Career Exploration	\$50
Community Service Project	\$100
Computer Concepts	\$50
Computer Slide Show	\$100
Creed Speaking	\$100
Desktop Publishing	\$100
FBLA Concepts	\$50

Event	Cost
Internet Concepts	\$50
Keyboarding Applications I	\$100
Keyboarding Applications II	\$100
Local Chapter Activities Report	\$100
Marketing Concepts	\$50
Personal Finance Concepts	\$50
Proofreading & Editing	\$50
Public Speaking	\$100
Spreadsheet	\$100
Web Page Creation	\$100

Frequently Asked Questions

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

A. While Missouri 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. We do highly encourage you to attend in person and engage with our members and advisers.

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. Missouri FBLA-PBL recommends confirming your selection with Missouri FBLA by February 1 to ensure your organization may take full advantage of opportunities.

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

A. All sponsors are welcome to make use of our Housing Portal when booking accommodations in Springfield. Housing is made available to all conference participants on February 16th. Room rates and applicable fees are the responsibility of the sponsor.

The preferred hotel for Sponsors and Exhibitors is the DoubleTree in Springfield. A direct booking link will be made available to you in February.

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 Missouri FBLA-PBL, have time to process all information. If there are additional areas your organization is interested in being a part of, we recommend reaching out as soon as possible to Trevor Mulholland at logistics@missourifbla.org or (314) 330-7532.

Questions and How to Sponsor

We thank you for your interest in supporting Missouri FBLA-PBL at the State Leadership Conference. As you prepare to select a sponsorship level, custom package, or competitive event sponsorship, we encourage you to reach out to our Conference Logistics Coordinator, Trevor Mulholland at logistics@missourifbla.org or (314) 330-7532.

Visit www.missourifbla.org/sponsors to complete your registration.