



MONTANA

DECA™

**PARTNER
OPPORTUNITIES**
2023-2024

**YOUR PROVEN PARTNER
IN PREPARING
EMERGING LEADERS
& ENTREPRENEURS**

MTDECA.ORG



Business Management
and Administration



Entrepreneurship



Finance



Hospitality and
Tourism



Marketing



Personal Financial
Literacy

OUR MISSION

DECA
PREPARES
EMERGING
LEADERS
& ENTREPRENEURS



SUPPORTING EDUCATIONAL INITIATIVES




NATIONAL CURRICULUM STANDARDS
Reinforce career and academic standards identified by business and industry



21ST CENTURY SKILLS GAP
50% of graduates are not considered workforce ready by hiring managers



ENTREPRENEURIAL MINDSET
33% of employers are seeking entrepreneurship skills in new hires



FINANCIAL LITERACY
75% of students graduate unprepared to manage finances



PROJECT MANAGEMENT
97% of organizations believe project management is critical to business performance and success



TEACHER RECRUITMENT, ENGAGEMENT, RETENTION
81% of DECA advisors say that DECA makes teaching more meaningful and engaging

INNOVATIVE LEARNING TO ENGAGE STUDENTS



INTEGRATES INTO CLASSROOM INSTRUCTION



CONNECTS TO BUSINESS



APPLIES LEARNING



PROMOTES COMPETITION

A PROVEN LEADER AND ESTABLISHED STEWARD OF RESOURCES



PREPARING THE WORKFORCE FOR TOMORROW

DECA's mission of preparing emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management will provide career-ready employees for the talent pipeline. DECA's cutting-edge programs provide students the opportunity to learn academic content, apply learning to develop technical skills and obtain 21st Century Skills.



DELIVERING PROGRAMS TO CLASSROOMS NATIONWIDE

With most DECA advisors serving as certified educators, DECA programs are delivered directly in the classroom through instruction and applied learning. Partners look to DECA for this direct access to classrooms that span coast to coast on a national scope, including a handful of countries and territories.



RESPECTED PARTNER IN ALL 50 U.S. DEPARTMENTS OF EDUCATION

Career and Technical Student Organizations (CTSOs) are considered integral to the Career and Technical Education curriculum and provide special status and access to schools and students. DECA is one of nine recognized CTSOs. DECA also provides extensive professional learning opportunities for its DECA advisors to best integrate DECA into the classroom.



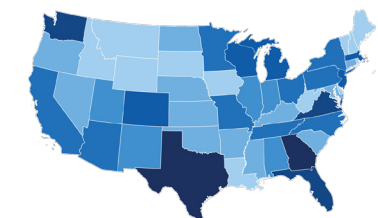
EXPERIENCED MANAGER AND COLLABORATOR

Our greatest strength is our ability and willingness to work with our partners to design a partnership that serves both of our missions. DECA has managed hundreds of programs, projects, partnerships and grants totaling more than 40 million dollars over the last 25 years. DECA leverages its resources to ensure it maximizes the investment of funds in program and service delivery.

AN EXPANSIVE NETWORK OF EMERGING LEADERS

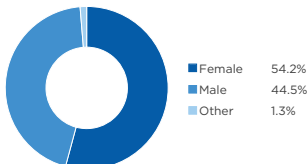
MEMBERSHIP BY THE NUMBERS

225,000 TOTAL MEMBERS **3,900** TOTAL CHAPTERS

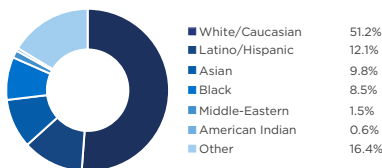


Country/Region	Members
Alberta	15,000+
British Columbia	10,000-14,999
China	7,500 - 9,999
Costa Rica	5,000 - 7,499
Dominican Republic	2,500 - 4,999
England	1,000 - 2,499
Germany	<1,000
Hawaii	15,000+
Indonesia	10,000-14,999
Korea	7,500 - 9,999
Latvia	5,000 - 7,499
Nepal	2,500 - 4,999
Novia Scotia	1,000 - 2,499
Ontario	15,000+
Puerto Rico	10,000-14,999
Spain	7,500 - 9,999
Taiwan	5,000 - 7,499
Trinidad & Tobago	2,500 - 4,999
Turkey	1,000 - 2,499

GENDER



RACE/ETHNICITY



COLLEGE MAJOR

College Major	DECA	National
Business/Management	41.2%	15.3%
Marketing/Advertising	17.8%	3.0%
Entrepreneurship	10.7%	3.6%
Finance	9.7%	1.5%
Accounting	9.3%	3.2%
Economics	7.8%	2.0%
Communications	3.6%	1.7%
Hospitality	2.2%	1.4%

CAREER PLANS

Career Plan	DECA	National
Business/Management	41.2%	15.3%
Entrepreneurship	17.8%	3.0%
Marketing Communications	10.7%	3.6%

DYNAMIC IMPACT ON COLLEGE + CAREER SUCCESS

21ST CENTURY SKILLS

98% of DECA members report they **gained skills in problem solving.**

97% of DECA members report they learned how to **communicate thoughts and ideas.**

COLLEGE + CAREER PLANS

73% of DECA members report that DECA has **influenced their career plans.**

69% of DECA members report that DECA has **influenced their college plans.**

PREPARING THE NEXT GENERATION

92% of DECA members report that DECA experiences **empowered them to become an effective leader.**

91% of DECA members report that DECA experiences **connected school to the real world** for them.

86% of DECA members report they learned how to **work as part of a team.**

98% of DECA members report they gained skills to **improve personal and professional behavior.**

91% of DECA members report that participation in DECA **prepared them academically for college and a career.**

66% of DECA members have an **increased desire to own a business.**

82% of DECA members recognized the **benefit and responsibility of community service.**

76% of DECA members report they are **more interested in attending school.**

PARTNERSHIP ORDER FORM

DUE DECEMBER 1, 2023

COMPANY NAME

CONTACT PERSON

NAME:

PHONE:

EMAIL:

MAILING ADDRESS:

Lets Partner!

Thank you for considering a partnership with Montana DECA. Our proven record of implementing dynamic partnerships with a wide variety of businesses, foundations, associations and colleges and universities makes us an ideal partner. Our partnerships are based on shared missions, identified goals and clearly defined deliverables. Throughout our near 75-year history, DECA has emphasized the value of partnerships in the preparation of emerging leaders and entrepreneurs in marketing, finance, hospitality and management.

DECA is the ideal partner in developing educational programs, drawing upon our experience in engaging teachers and students. Our key capabilities include:

- Our powerful network of high-schools and colleges both statewide, nationally, and internationally.
- Our diverse, highly-motivated and successful student membership.
- Our dedicated network of highly qualified teacher advisors.
- Our organizational capabilities to facilitate, plan, design and implement partnerships.
- Our exceptional support structure that is ready to enhance partnerships and programs.

As you review our opportunities, please recognize one of our greatest strengths is our ability and willingness to work with you to design an ideal, mutually-beneficial partnership.

On behalf of Montana DECA, we thank you for your support and look forward to working together!

SPONSORSHIP OPTIONS

PROGRAM ADVERTISING

THE COMPREHENSIVE 8.5"x11" COLOR PROGRAM IS A GREAT WAY TO REACH EVERYONE IN ATTENDANCE AT THE CAREER DEVELOPMENT CONFERENCE

- \$2,000 FULL PAGE BACK COVER
- \$1,500 FULL PAGE INSIDE FRONT COVER
- \$1,500 FULL PAGE INSIDE BACK COVER
- \$500 FULL PAGE INTERIOR
- \$250 HALF PAGE INTERIOR

CONFERENCE SPONSOR

INCLUDE YOUR PROMOTIONAL MATERIAL IN CONFERENCE ATTENDEE MATERIALS, AND ALSO ENJOY A COMPLIMENTARY FULL-PAGE ADVERTISEMENT IN THE CONFERENCE PROGRAM. RECOGNITION ON THE MT DECA WEBSITE, SOCIAL MEDIA SHARES AND PROMOTION BY MONTANA DECA, AND RECOGNITION DURING/THROUGH THE DESIGNATED CONFERENCE FUNCTION.

- \$1,500 - LANYARD SPONSOR
- \$2,500 - ADMINISTRATORS DAY SPONSOR
- \$3,500 - DECA-AFTER-DARK SPONSOR
- \$2,500 - KEYNOTE SPEAKER SPONSOR
- \$5,500 - MEAL SPONSOR (5 AVAILABLE)
- \$7,500 - AWARDS STAGE SPONSOR
- \$3,500 - PRODUCTION SPONSOR
- \$4,500 - CONFERENCE T-SHIRT SPONSOR

PATHWAY PARTNERS

INCLUDES FULL PAGE COLOR ADVERTISEMENT IN CONFERENCE PROGRAM, RECOGNITION AT THE STATE CAREER DEVELOPMENT CONFERENCE, RECOGNITION ON THE MT DECA WEBSITE, SOCIAL MEDIA SHARES, PROMOTION BY MONTANA DECA, AND RECOGNITION DURING DESIGNATED COMPETITIVE EVENTS. ENJOY BRANDING RIGHTS AS THE OFFICIAL RESPECTIVE PATHWAY PARTNER.

- \$4,500 FINANCE
- \$4,500 MARKETING
- \$4,500 HOSPITALITY
- \$4,500 MANAGEMENT
- \$4,500 ENTREPRENEURSHIP

SCHOLARSHIP SPONSORSHIPS

HELP SUPPORT MT DECA STUDENTS ATTEND CONFERENCES AND PURSUE HIGHER EDUCATION. COMPLIMENTARY FULL PAGE CONFERENCE PROGRAM ADVERTISEMENT INCLUDED. JOIN US AT THE STATE CONFERENCE ON-STAGE FOR PRESENTATION OF SCHOLARSHIPS.

- (4) \$1,000 STATE OFFICER SCHOLARSHIPS
- (4) \$1,000 MERIT BASED STATE CONFERENCE SCHOLARSHIPS
- (4) \$1,200 MERIT BASED INTERNATIONAL CONFERENCE SCHOLARSHIPS