

Advertising, exhibits and sponsorship opportunities.

Conference Sponsorships

2011-2012 Conferences

- 2011 National Leadership Conference • July 10-14 • Anaheim, California • 6,000 Anticipated attendees
- 2011 Capitol Leadership Training • October 9-12 • Washington, D.C. • 250 Anticipated attendees
- 2011 National Cluster Meeting • November 11-13 • Denver, Colorado • 1,600 Anticipated attendees
- 2011 National Cluster Meeting • November 11-13 • Minneapolis, Minnesota • 1,600 Anticipated attendees
- 2011 National Cluster Meeting • November 18-20 • Atlanta, Georgia • 2,800 Anticipated attendees
- 2012 National Leadership Conference • July 8-12 • Orlando Florida • 6,000 Anticipated attendees

Benefits

- Identification as sponsor on the FCCLA national website
- Identification as sponsor in *Teen Times* magazine distributed to more than 219,000 members
- Identification as sponsor during general session multimedia presentation
- Signage as an official sponsor
- Full page advertisement in the conference program given to each attendee
- Adviser attendance mailing list provided following the conference
- Customized recognition packages are available

Sponsorship Opportunities

2011 National Leadership Conference

- Brochure \$6,000
- Poster \$8,500
- Lanyards \$10,000
- Bags \$10,000
- Program \$10,000
- Internet Café \$10,000
- Meal Function starting at \$5,000
- Speaker starting at \$10,000

2011 National Cluster Meetings (3 locations)

- Brochure \$6,000
- Poster \$8,500
- Lanyards \$10,000
- Bags \$10,000
- Program \$10,000
- Internet Café \$10,000
- Meal Function starting at \$5,000
- Speaker starting at \$10,000

2011 Capitol Leadership Training

- Brochure \$6,000
- Poster \$8,500
- Lanyards \$10,000
- Bags \$10,000
- Program \$10,000
- Internet Café \$10,000
- Meal Function starting at \$5,000
- Speaker starting at \$10,000

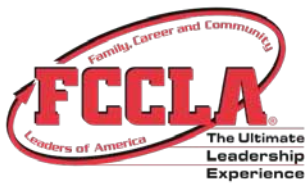
2012 National Leadership Conference

- Brochure \$6,000
- Poster \$8,500
- Lanyards \$10,000
- Bags \$10,000
- Program \$10,000
- Internet Café \$10,000
- Meal Function starting at \$5,000
- Speaker starting at \$10,000

FCCLA is committed to developing mutually beneficial relationships that contribute to making a difference in the lives of our country's youth leaders. If you have a sponsorship idea not listed specifically above, please contact us and we would be happy to customize a package.

For current sponsorship availability or to create a customized package, contact:

Marla Walls, CMP
 Director of Conferences
 1910 Association Drive
 Reston, VA 20191
 (703) 476-4900
meetings@fcclainc.org



Advertising, exhibits and sponsorship opportunities.



STAR Event Sponsorships

Event Sponsorships start at \$15,000 and connect your business, industry, or organization with top-notch youth, who will be the leaders in their career fields. Scholarship and internship sponsorships are also available.

Sponsorship Benefits for All Levels

- Direct access to national student winners, who are the leaders in their event areas
- Opportunity to connect with over 5,000 National Leadership Conference delegates including more than 3,000 STAR Event participants and 1,000 Family and Consumer Sciences teachers, all part of a national infrastructure of more than 6,500 FCCLA chapter advisers in schools across the country and more than 219,000 FCCLA chapter members in 52 state associations
- Acknowledgement in STAR Event specific press release with outreach in the thousands
- Identification as sponsor on the FCCLA national website, in *Teen Times* magazine distributed to more than 219,000 members, in the FCCLA National Leadership Conference program, during the National Leadership Conference general session multimedia presentation, and during the STAR Events Recognition Sessions event medal presentation

STAR Events

- Advocacy
- Applied Technology
- Career Investigation
- Chapter Service Project
- Chapter Showcase
- Culinary Arts
- Early Childhood
- Entrepreneurship
- Environmental Ambassador
- Fashion Construction
- Fashion Design
- Focus on Children
- Food Innovations
- Hospitality, Tourism, and Recreation
- Illustrated Talk
- Interior Design
- Interpersonal Communications
- Job Interview
- Leadership
- Life Event Planning
- National Programs in Action
- Nutrition and Wellness
- Parliamentary Procedure
- Promote and Publicize FCCLA!
- Recycle and Redesign
- Teach and Train

Note: FCCLA national staff takes the lead on the event management and orchestration of various volunteer stakeholder groups to conduct the events. Partner representatives do not have to “run” the event or provide any in-kind equipment for event participants unless desired. Partnerships are customized to individual partner needs and business return on investment needed. For additional STAR Events information and guidelines, visit the FCCLA national website, www.fcclainc.org.

Sponsorship Levels

- Star Investor (up to \$15,000)**
 - Organization logo presented as a part of the STAR Event Recognition Session multimedia presentation shown to over 2,500 at each session
 - Link in the STAR Events section of the FCCLA national website
- Bronze Star Sponsor (\$15,000)**
 - Includes all benefits at the investor level, plus
 - Recognition as the sponsored event volunteer lunch provider
 - Signage at sponsored event
- Silver Star Sponsor (\$20,000)**
 - Includes all benefits at the \$15,000 level, plus
 - Premium product sampling/placement in participant packets
 - Organization name and logo on sponsored event certificates
- Gold Star Sponsor (\$25,000)**
 - Includes all benefits at the \$20,000 level, plus
 - Opportunity for representative to speak at the STAR Events Recognition Sessions

For current sponsorship availability or to create a customized package, contact:

Michelle M. Flinton
Director of Programs
1910 Association Drive
Reston, VA 20191
(703) 476-4900
mflinton@fcclainc.org



Advertising, exhibits and sponsorship opportunities.



Family and Consumer Sciences Knowledge Bowl Sponsorships

Sponsorships start at \$15,000 and connect your business, industry, or organization with top-notch youth, who will be the leaders in their career fields. Scholarship and internship sponsorships are also available.

Sponsorship Benefits for All Levels

- Direct access to national student winners, who are the leaders in their topic areas
- Opportunity to connect with over 5,000 National Leadership Conference delegates including more than 3,000 STAR Event participants and 1,000 Family and Consumer Sciences teachers, all part of a national infrastructure of more than 6,500 FCCLA chapter advisers in schools across the country and more than 219,000 FCCLA chapter members in 52 state associations
- Acknowledgement in Competitive Event specific press release with outreach in the thousands
- Identification as sponsor on the FCCLA website, in online Knowledge Bowl guidebook, on second round tests, in *Teen Times* magazine distributed to more than 219,000 members, in the FCCLA National Leadership Conference program, during the National Leadership Conference general session multimedia presentation, and during the STAR Events Recognition Sessions event medal presentation
- Opportunity to assist with buzzer rounds and connect with competing team members and advisers

Topic Categories

- Family, Career, & Community Studies
NASAFACS Areas of Study 1, 2, 3, 6, 7, 13
- Early Childhood & Human Development
NASAFACS Areas of Study 4, 12, 15
- Food Science, Dietetics, & Nutrition
NASAFACS Areas of Study 9, 14
- Hospitality, Tourism, & Recreation
NASAFACS Areas of Study 8, 10
- Fashion & Housing Design
NASAFACS Areas of Study 11, 16

***Sponsor will be responsible, at all levels of sponsorship, with providing current middle and high school curriculum to FCCLA for question bank, or minimum of 50 questions and answers per category with source cited.

Note: FCCLA national staff takes the lead on the event management and orchestration of various volunteer stakeholder groups to conduct the events. Partner representatives do not have to “run” the event or provide any in-kind equipment for event participants unless desired. Partnerships are customized to individual partner needs and business return on investment needed. For additional Competitive Events information and guidelines, visit the FCCLA national website, www.fcclainc.org. For additional National Association for State Administrators for Family and Consumer Sciences (NASAFACS) information and Areas of Study, visit the AAFCS national website, www.aafcs.org.

Sponsorship Levels

- Up to \$15,000**
 - Organization logo presented as a part of the STAR Event Recognition Session multimedia presentation shown to over 3,000 participants
 - Link in the STAR Events section of the FCCLA national website
- \$15,000**
 - Includes all benefits at the up to \$15,000 level, plus
 - Organization name and logo on sponsored event certificates
 - Signage at sponsored event
- \$20,000**
 - Includes all benefits at the \$15,000 level, plus
 - Premium product sampling/placement in participant packets
- \$25,000**
 - Includes all benefits at the \$20,000 level, plus
 - Opportunity for representative to speak for a few minutes at the NLC Championship Round of Play
 - Opportunity to dine with six final round teams at NLC and be recognized as the luncheon sponsor

For current sponsorship availability or to create a customized package, contact:

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Director of Programs
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Reston, VA 20191
(703) 476-4900 ext. 335
mflinton@fcclainc.org