



VIRGINIA

DECA

Partnership Opportunities

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2026 -2027

www.vadeca.org



About Virginia DECA



Established in 1944



17,950+ Members



4TH Largest DECA Association Worldwide



2nd Most Gold-Certified School Based Enterprises Worldwide



Largest Student Conference in Virginia



2026 -2027

www.vadeca.org

OUR MISSION

DECA PREPARES EMERGING LEADERS + ENTREPRENEURS

DECA prepares emerging leaders and entrepreneurs for careers in marketing, finance, hospitality and management in high schools and college around the globe.



ACADEMICALLY PREPARED

DECA members are ambitious, high-achieving leaders equipped to conquer the challenges of their aspirations.



COMMUNITY ORIENTED

Recognizing the benefit of service and responsibility to the community, DECA members continually impact and improve their local and broader communities.



PROFESSIONALLY RESPONSIBLE

DECA members are poised professionals with ethics, integrity and high standards.



EXPERIENCED LEADERS

DECA members are empowered through experience to provide effective leadership through goal setting, consensus building and project implementation.



SUPPORTING EDUCATIONAL + WORKFORCE INITIATIVES



NATIONAL CURRICULUM STANDARDS

Reinforces career and academic standards identified by business and industry.



21ST CENTURY SKILLS

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 MANAGEMET

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



STUDENT RECRUITMENT, ENGAGEMENT + RETENTION

Impactful opportunities to promote college and career pathways.

INNOVATIVE LEARNING TO ENGAGE STUDENTS



INTEGRATES INTO
CLASSROOM
INSTRUCTION

Seamlessly connects
to curriculum and
lesson plans.



CONNECTS TO
BUSINESS

Builds awareness of
industries and real-
world career paths.



APPLIES
LEARNING

Encourages critical
thinking, creativity and
problem solving.



PROMOTES
COMPETITION

Motivates students to
excel and achieve their
goals.

Connect with your Target Market



HIGH SCHOOL STUDENTS

Engage the Next Generation of Leaders

Connect directly with driven, career-focused students specializing in marketing, finance, hospitality, management, and entrepreneurship.



HIGH SCHOOL EDUCATORS

Partner with Dedicated Educators

Connect with high school classroom teachers who guide, counsel, and manage local DECA chapters, driving student engagement and program success.



ALUMNI & PROFESSIONALS

Mobilize Your Network.

Partner with dedicated alumni and industry professionals who mentor students, judge competitions, and bridge the gap between the classroom and the workplace.

Be In Good Company.





PROMOTE YOUR BRAND & MESSAGE

COMPETITIVE EVENT SPONSOR



Direct your brand straight to the spotlight. Sponsor a specific competitive event category to align your company with top-tier student talent and gain exclusive branding during our high-profile awards sessions.

EXHIBITOR



Secure your space at the center of the action. Establish a dedicated booth to engage directly with thousands of motivated attendees, network face-to-face, distribute materials, and showcase your organization's opportunities.

IN KIND DONATIONS



Put your products directly in the hands of the next generation. Contribute high-quality swag for registration packets, workshop supplies, or grand prizes to seamlessly integrate your brand into the attendee experience.

Competitive Events

PROMOTE CAREER READINESS

\$500

PER HIGH SCHOOL COMPETITIVE EVENT



AMPLIFY YOUR BRAND

Promote your brand and partnership year-round.



GAIN RECOGNITION

Your company logo will appear in the SLC program, Virginia DECA website and social media leading up to the event.



CELEBRATE STUDENT ACHIEVEMENT

Publicly announced as a dedicated event sponsor during the high-energy SLC Grand Awards Ceremony. Join us on stage to hand out the trophies!



GET INVOLVED

Provide volunteer judges to evaluate competitors.

HIGH SCHOOL COMPETITIVE EVENTS



BUSINESS MANAGEMENT + ADMINISTRATION

- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Business Solutions Project
- Career Development Project
- Community Awareness Project
- Community Giving Project
- Financial Literacy Project
- Human Resources Management Series
- Principles of Business Management & Administration
- Sales Project



ENTREPRENEURSHIP

- Business Growth Plan
- Entrepreneurship Series
- Entrepreneurship Team Decision Making
- Franchise Business Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Principles of Entrepreneurship
- Start-up Business Plan
- Virtual Business Challenge – Entrepreneurship



FINANCE

- Accounting Applications Series
- Business Finance Series
- Finance Operations Research
- Financial Consulting
- Financial Services Team Decision Making
- Principles of Finance
- Stock Market Game
- Virtual Business Challenge – Accounting



HOSPITALITY

- Hospitality Services Team Decision Making
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Principles of Hospitality and Tourism
- Quick Serve Restaurant Management Series
- Restaurant and Food Service Management Series
- Travel and Tourism Team Decision Making
- Virtual Business Challenge – Hotel Management
- Virtual Business Challenge – Restaurant



PERSONAL FINANCIAL LITERACY

- Personal Financial Literacy
- Virtual Business Challenge – Personal Finance



MARKETING

- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Operations Research
- Buying and Merchandising Team Decision Making
- Food Marketing Series
- Integrated Marketing Campaign–Event
- Integrated Marketing Campaign–Product
- Integrated Marketing Campaign–Service
- Marketing Communications Series
- Marketing Management Team Decision Making
- Principles of Marketing
- Professional Selling
- Retail Merchandising Series
- Sports and Entertainment Marketing Operations Research
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Virtual Business Challenge – Fashion
- Virtual Business Challenge – Retail
- Virtual Business Challenge – Sports

Subject to availability.

Camp DECA @ Great Wolf Lodge

ELEVATING LEADERS: CHAPTER OFFICER & ADVISOR CONFERENCE

\$250

OR IN KIND DONATION

September 25-27, 2026



CONNECT WITH LEADERS

Over 225 student leaders and 50 chapter advisors will see your logo in the Camp DECA guidebook, conference materials, and on social media.



IN KIND DONATIONS SPONSOR LANYARDS

In-kind donation of 300 lanyards featuring your company logo.
Deadline: September 1st

REGISTRATION & GIVEAWAYS

Got swag that fits our theme? Deliver your brand directly to our attendees by contributing to our registration packets or donating exciting raffle prizes. Reach out with your ideas!
Deadline: September 1st

State Leadership Conference

VIRGINIA BEACH CONVENTION CENTER | 5600+ ATTENDEES

\$1000

EXHIBITOR

February 27-28, 2027



NETWORKING

Network face-to-face with over 5,600 attendees, including top-tier students, advisors, judges, and professional volunteers.



HIGH VISIBILITY

A dedicated Exhibit Table in the main networking hub at the SLC. Plus prime logo placement on premier conference banners and the highest tier of recognition during the Grand Awards Ceremony.



GET INVOLVED

Provide volunteer judges to evaluate competitors.



IN KIND DONATION OPPORTUNITY

SPONSOR LANYARDS

In-kind donation of 6500 lanyards featuring your company logo.

Delivery Deadline: January 8, 2027.

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The Premier Partnership Package

(1) Competitive Event Sponsor
+
Camp DECA Sponsor
+
SLC Exhibitor

\$1,500

\$1,750 value.

The Ultimate Partnership Package

(2) Competitive Event Sponsor
+
Camp DECA Sponsor
+
SLC Exhibitor

\$2,000

\$2,250 value.

Contact & Next Steps

INSPIRE THE NEXT GENERATION OF LEADERS TOGETHER

Partnership contact :
REGINA WARRINER
sponsorships@vadeca.org
REGISTER TODAY!



To learn more about DECA:
<https://www.vadeca.org/slc>
<https://www.deca.org/volunteer>



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