

STATE FAIR COMPETITION 2026

GENERAL INFORMATION

- ❖ Virginia DECA Day September 30, 2026
- ❖ Gates open at 10:00 a.m.
- ❖ All Chapters must register with VA DECA as well as with the State Fair. This includes non-competing chapters.
- ❖ **Step 1:** Gate entrance tickets for the fair must be [reserved and payment arranged](#) prior to arrival. [SFVA-ED-EXPO](#)
- ❖ **Step 2: Register with VA DECA.** If your students are not competing please register one Advisor and answer the required questions. <https://www.decaregistration.com/va-statefair>
- ❖ **SFVA Travel Grant Application:** <https://www.statefairva.org/p/other/how-to-receive-scholarship-funds>

SCHEDULE OF THE DAY

10:00 AM – Gates Open

- Advisors and competitors report directly to the **Best in Show Tent**.
- Advisors check in at the competition registration desk. *(No payments accepted at the tent.)*
- Student substitutions are accepted at check-in.
- Specific competition start times will be assigned upon arrival.

10:15 AM – Judges Arrive

- All judges report to the **Best in Show Tent** immediately upon gate opening.

10:30 AM – Competition Begins

- Competitors should arrive at their designated area early.

11:00 AM – Branding Challenge Submissions Due

- All entries must be turned in at the **Best in Show Tent**.

1:00 PM – Competitions Conclude

1:30 PM – Awards Presentation

2:00 PM – Chapter Material Pick-Up

- All chapter materials must be retrieved by 2:00 PM.

ADVISOR ASSISTANCE

Each participating chapter must provide advisor assistance with competition management. Please [sign up here](#).

JUDGES:

Each participating chapter will provide a judge(s) (at the chapters expense) based on the following formula:

- **1-10 registered entries* = 1 judge**
 - **11-20 registered entries* = 2 judges**
 - **21+ Registered entries* = 3 judges**
- *Total combined entries**

At the time of registration chapters will be required to provide the name(s) of their judge(s). Chapters that do not have the proper number of judges based on their registered entries will not be able to move forward without reducing the number of entries first. **If your chapter is attending but not competing**, please be ready to help as needed, which is a great way to learn how role plays and competitions are run and better support your members.

DISTRICT PRESIDENTS

- District Presidents are encouraged to attend and assist with competition management.
- Interested DPs should reach out stateadvisor@vadeca.org for more information



DECA COMPETITIONS

Virginia DECA provides chapters with the opportunity to expose our students and members to competition prior to their District Leadership Conference. Register Your Chapter for [DECA Day at the State Fair](#)

- **Chapters will be billed a separate charge by VA DECA to compete. The competition fee is \$10 per team.**
- Names are due prior to competing. **Deadline for Online Registration is September 18, 2026**
- Each chapter participating will provide judges at their own expense based on the formula above.
- Only registered chapters and students will be allowed to compete. **NO additions on the day of the fair.**
- Competitors must drop off Branding Challenge entries to the Best In Show Tent by 11:00 a.m. Judges will evaluate entries - there will be no presentation for this event.
- Role Play Competitors will receive their times upon arriving at the State Fair.
- Role Play and Branding Challenge Results/Awards announced at 1:30 p.m.
- All materials must be picked up by 2:00PM.

Event	# of Entries Per Chapter	# of Competitors per Entry	Competition Details
Scavenger Hunt	Open to All Attendees	1 per Attendee	Turn in completed form for prize at tent. Based on availability.
Role Play New Competitors	12 Entries	Teams of 2 Members	Prepare for 10 minutes Present to Judge for 10 minutes
Branding Challenge	15 Entries	Teams of 1-3 members	Prepared at school Submitted by 11AM onsite No Judge interaction
Promotional Pitch Deck	15 Entries	Teams of 1-3 members	Prepared at school Submitted ONLINE by Sept. 18.

SCAVENGER HUNT - OPEN TO ALL STUDENTS ATTENDING IN YOUR CHAPTER

- Chapters may submit the number of entries equal to the number of attendees. Prizes will be awarded based on accuracy and speed of submission. **Chapter Advisors will receive a digital copy of the scavenger hunt to print copies for their students attending.** Copies WILL NOT be available at the fair. Students should provide their own pen/pencils to complete the scavenger hunt.
- Students should bring their scavenger hunt by the Best In Show tent where a state officer or volunteer will verify completion and present prize options.
- Students will receive a stamp on their scavenger hunt after receiving their prize. VA DECA will not be collecting scavenger hunts from students.



ROLE PLAY COMPETITION - NEW COMPETITORS ONLY | 12 TEAM ENTRIES PER CHAPTER

Event Details

- **Eligibility:** Exclusively for students with no prior DECA competition experience.
- **Format:** Teams of 2 students complete one (1) role play scenario.
- **Time:** 10-minute preparation | 10-minute presentation.
- **Testing:** No written exam required for this event.
- **Recognition:** Top performers in each flight receive a Virginia DECA medal or certificate (*pending availability*).

Performance Indicators

- Explain the role of promotion as a marketing function.
- Explain types of promotion.
- Identify elements of the promotional mix.
- Explain the relationship between promotion and brand.
- Select target markets appropriate for a product/service.
- Explain promotional methods used by event and tourism industries.

BRANDING CHALLENGE | 15 ENTRIES PER CHAPTER | Teams of 1-3 Students

The Task: Design a high-impact promotional flyer to recruit students for your school's DECA Chapter. Your flyer should:

- **Stand Out:** Highlight what makes your local DECA program unique and dynamic.
- **Inform:** Clearly communicate key benefits, leadership roles, and competition opportunities.
- **Engage:** Utilize eye-catching design elements and compelling call-to-actions that get students excited to join.

Submission Requirements

- **Format:** Must fit on standard 8.5" x 11" paper (portrait or landscape orientation).
- **Logo Integration:** Feature an original, student-designed logo representing your school's marketing course offerings—suitable for both faculty and student promotional materials.
- **Back of Entry:** Clearly list all **Student Name(s)** and your **Chapter Name**.

Recognition: Top-performing entries in each flight will be awarded a Virginia DECA medal or certificate (*subject to availability*).

PROMOTIONAL PITCH DECK COMPETITION | 15 ENTRIES PER CHAPTER | Teams of 1-3 Students

Event Overview

- **Team Size:** 1–3 chapter members per team. (Team member names must be submitted during online registration.)
- **Entry Limit:** Up to 15 teams per chapter.
- **Format:** One (1) 10-slide deck per team, submitted as an online link.
- **Testing:** No written exam required.
- **Recognition:** Top performers in each flight receive a Virginia DECA medal or certificate (*pending availability*).

Prompt & Requirements Create a 10-slide pitch deck highlighting your DECA chapter and its annual goals, accomplishments, and opportunities designed to pitch your chapter to prospective members, school administrators, or corporate sponsors.

Required Slide Content

1. **Title Slide:** Include participant names, chapter name, and school name. (*Note: This cover slide does not count toward the 10-slide limit.*)
2. **Chapter Goals & Activities:** Outline planned campaigns, events, and key milestones for the year.
3. **Marketing Strategy:** Detail the 4 P's of Marketing (Product, Price, Place, Promotion) as applied to your chapter, including a comprehensive target market analysis.
4. **Promotional Methods:** Outline strategies to promote your chapter across various target audiences. Include at least four (4) distinct promotional methods.
5. **Timeline:** Provide a calendar or schedule detailing when major activities and campaigns will occur throughout the year.

Important Guidelines

- **Submission Deadline:** Pitch decks must be uploaded to DLG by **September 18, 2026**.
- **Roster Policy:** No team substitutions or member changes are allowed after submission.

Chapter Pitch Deck Rubric (50 points)

Did the participant team:	Novice 0-1-2-3	Developing 4-5-6	Proficient 7-8-9	Exemplary 10	Judge's Score
Chapter Goals & Activities -Clearly states chapter goals for the year. -Provides an overview of planned campaigns and events. -Activities are realistic and relevant.					
Marketing Strategy: 4 P's + Target Market -Accurately explains all 4 P's (Product, Price, Place, Promotion) in the context of the chapter. -Provides a detailed and well-analyzed description of the target market. -Shows understanding of marketing principles.					
Promotional Methods -Identifies at least 4 distinct promotional strategies. -Connects each method to a specific target audience. -Strategies are creative, realistic, and show marketing knowledge.					
Timeline / Calendar -Provides a clear schedule of campaigns/events -Timeline is realistic, well-organized, and easy to follow. -All major activities are included.					
Professionalism & Creativity -Pitch deck is professional, logical, and visually appealing. -Demonstrates creativity in design and ideas.					

50 Points possible _____

Chapter Pitch Deck Rubric (100 points)

Did the participant team:	Novice 0-1-2-3	Developing 4-5-6	Proficient 7-8-9	Exemplary 10	Judge's Score
Chapter Goals & Activities -Clearly states chapter goals for the year. -Provides an overview of planned campaigns and events. -Activities are realistic and relevant.					
Marketing Strategy: 4 P's + Target Market -Accurately explains all 4 P's (Product, Price, Place, Promotion) in the context of the chapter. -Provides a detailed and well-analyzed description of the target market. -Shows understanding of marketing principles.					
Promotional Methods -Identifies at least 4 distinct promotional strategies. -Connects each method to a specific target audience. -Strategies are creative, realistic, and show marketing knowledge.					
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