

GEORGIA
STATE ASSOCIATION

ADVERTISING & SPONSORSHIP GUIDE

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ABOUT GEORGIA FCCLA

Family, Career and Community Leaders of America (FCCLA) is a national Career and Technical Student Organization (CTSO) for students in Family and Consumer Sciences (FCS) education in public and private schools through grade 12. FCCLA offers intra-curricular resources and opportunities for students to pursue careers that support families. Since 1945, FCCLA members have made a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences education.

Georgia FCCLA is the **second largest state association** of the national organization. We work to **provide opportunities for students** across the state through our **events, programs, and resources**. On local, regional, and state levels, we assist and guide our students to **develop skills, prepare for their futures, and serve our communities**.

Who We Reach



24,300+

Student Members



400+

Adult Advisers



6,019

Attendees at Fall Events



5,503

Attendees at Spring Events



2,911

Instagram Followers



2,000+

Facebook Followers



1,000+

Event Volunteers



50+

Alumni & Associates

Where We Reach

GENDER

64% **36%**

FEMALE MALE



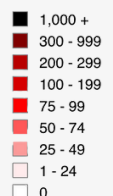
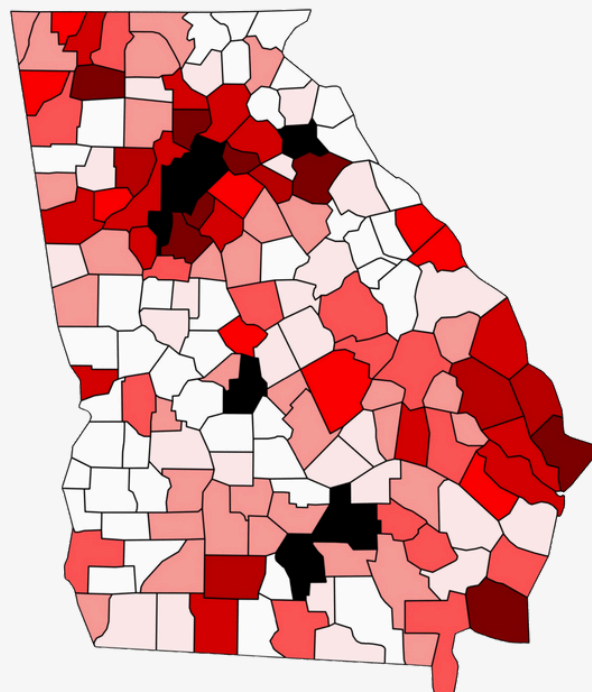
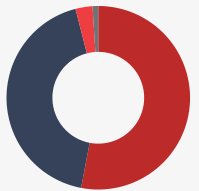
SCHOOL TYPE

53% **3%**

HIGH ACADEMY

43% **1%**

MIDDLE OTHER



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WHAT WE DO

FOR STUDENTS:

- 1 **Personal Growth**
Leadership Development | Skill Building | Self Confidence
- 2 **Education & Career Benefits**
Career Preparation | Scholarships & Awards | Professional Connections
- 3 **Community Involvement**
Service Projects | Advocacy | Teamwork
- 4 **Memorable Experiences**
Conferences & Events | Travel Opportunities | Friendships

FOR ADVISERS:

- 1 **Student Impact**
Mentorship | Leadership Development | Career Readiness
- 2 **Professional Growth**
Professional Development | Skill Enhancement | Networking
- 3 **Rewarding Experiences**
Student Success | Recognition | Fulfillment
- 4 **Resources & Support**
Comprehensive Resources | Adviser Training | Community Support

ENGAGE

Chapters and students have the opportunity to participate in 6 state and 8 national programs. We also award 10 scholarships at the state-level annually.



COMPETE

FCCLA conducts 24 state, 16 national, and 34 multi-level competitions. These competitions help build students' skills and college and career preparation.

ATTEND

Georgia FCCLA hosts 8 statewide and 18 regional events throughout the school year, each an opportunity for personal growth and leadership development.



LEAD

FCCLA members are elected to serve in leadership positions each year. Georgia FCCLA elects 27 regional officers and 10 state officers.

FEATURED EVENTS



DISCOVER Training

August 22, 2024 in Fort Valley, GA or September 12, 2024 in Covington, GA

While attending and preparing for the Georgia FCCLA Fall Rally, students will have the opportunity to learn more about FCCLA programs, participate in competitive events, hear a motivational message, and network with members across the state.



FALL LEADERSHIP RALLY

October 9, 2024 at the Georgia National Fairgrounds or October 16, 2024 at Six Flags

While attending and preparing for the Georgia FCCLA Fall Rally, students will have the opportunity to learn more about FCCLA programs, participate in competitive events, hear a motivational message, and network with members across the state.



FALL LEADERSHIP CONFERENCE

November 12-14, 2024 in Covington, GA

Georgia FCCLA members can explore leadership skills, network with other members, and compete in events. Featured leadership sessions help motivate members to take ideas back to their chapters, and team-building activities strengthen the bonds between chapter members.



STATE LEADERSHIP CONFERENCE

March 24-26, 2025 in Columbus, GA

At our annual state conference, Georgia FCCLA members can attend exciting sessions, make lifelong friendships, and compete in a variety of competitive events. Featured leadership workshops help build skills and our career and trade expo introduces members to organizations that can further their education and career.

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BENEFITS

Sponsoring Georgia FCCLA is an impactful way to support the development of future leaders while enhancing your organization's visibility and engagement within the community. As a sponsor, you'll enjoy a range of overarching benefits tailored to provide maximum exposure and interaction opportunities, all while enhancing Georgia FCCLA's programs, events, and attendee experiences.

What We Get:

Enhanced Program Quality:

Through sponsorships, Georgia FCCLA will be able to provide higher-quality, more engaging programs and events for our members who are working to build their skills and grow personally and professionally.

Increased Visibility and Reach:

With your help, Georgia FCCLA can reach more students, educators, and volunteers and invest in marketing and advertising efforts to increase awareness and participation, creating more leaders for the future.

Better Member Experiences:

Sponsorship funds contribute to creating memorable and impactful experiences for Georgia FCCLA members, from well-organized conferences to enriching educational content to new resources for building real-world skills.

Sustainability and Growth:

Consistent sponsorship support enables Georgia FCCLA to plan for long-term growth and sustainability, ensuring they can continue to fulfill their mission in the future. It also allows for the expansion

What You Get:

Youth Investment:

By sponsoring Georgia FCCLA, you are directly contributing to the growth and development of future leaders, showcasing your commitment to education, community development, and youth leadership

Prominent Visibility and Reach:

With access to around 2,000 students and teachers during events, you can significantly increase brand awareness through intentional placement of your company logo, name, and overall brand.

Targeted Marketing and Advertising:

Sponsors can directly reach a highly targeted audience comprising of students, educators, and industry professionals through various mediums like social media, conference programs, session highlights, and more.

Engagement Opportunities:

Through our expo and workshop opportunities, you can connect in a group setting and generate strong leads with youth interested in learning more about your organization, brand, programs, and products.

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SPONSORSHIPS

OVERVIEW

Georgia FCCLA offers four sponsorship levels that furthers the mission and purpose of the organization and elevates the marketing and advertising efforts of our sponsors.

SPONSORSHIP BENEFITS	DIAMOND \$5,000	GOLD \$2,000	SILVER \$1,000	BRONZE \$500
8' Exhibitor Tables (SLC Exclusive)	2	2	1	1
Representatives Lunches (SLC Exclusive)	2	2	2	1
Conference Program Spotlight	Logo	Logo	Name	Name
Website Spotlight	Logo	Logo	Name	Name
Signage Spotlight	3	2	1	
Session Spotlight	3	2	1	
Memo Monday Newsletter Spotlight	4	2		
Workshop Opportunity	✓	✓		
Session Welcome Message/Ads	✓			
Exclusive Special Event Branding	✓			
Exclusive Special Event Recognition	✓			
Social Media Spotlight(s)	+ 1 Video & 2 Photo Posts	+ 1 Photo Post	+ 1 Exclusive Photo Story	1 Shared Photo Story

A La Carte Opportunities for: Materials, Awards, Gifts, Scholarships, Training, and more!
In-Kind Opportunities for: Materials, Equipment, Gifts, Services, and more!

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SPONSORSHIPS

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DIAMOND SPONSOR

\$5,000



The Diamond Sponsorship is the premier level, offering maximum exposure and engagement opportunities. As a Diamond Sponsor, you will receive:



2 8' Table Booths at the Career & Trade Expo (2025 SLC Only)



2 Exhibitor Representative Lunches (2025 SLC Only)



Logo, Name, & Level Designation in Conference Program



Logo, Name, & Level Designation on Website (Through August 2025)



Logo & Name printed on 3 Conference Signage Pieces



Logo & Name displayed during 3 General Conference Sessions



Exclusive Spotlights in 4 Memo Monday Newsletters



An Opportunity to present a Leadership Workshop to students



1 two-minute Welcome Message OR 3 thirty-second ads*



Exclusive Branding for 1 Special Event*



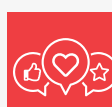
Exclusive Recognition at 1 Special Event*



1 one-minute Video Post on Social Media Accounts



3 Exclusive Photo Posts on Social Media Accounts



1 Exclusive Story on Social Media Accounts



1 Shared Story on Social Media Accounts

- Welcome Message to be displayed at the first session of the conference, OR 30-second ad slots to be shown before varying sessions.
- Branding including but not limited to event programs, signage, and stage promotion.
- Recognition including but not limited to a special invitation to attend, a sponsor plaque and presentation, and networking opportunities with notable attendees.

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SPONSORSHIPS

2

GOLD SPONSOR

\$2,000



The Diamond Sponsorship is the premier level, offering maximum exposure and engagement opportunities. As a Diamond Sponsor, you will receive:



2 8' Table Booths at the Career & Trade Expo (2025 SLC Only)



Exclusive Spotlights in 2 Memo Monday Newsletters



2 Exhibitor Representative Lunches (2025 SLC Only)



An Opportunity to present a Leadership Workshop to students



Logo, Name, & Level Designation in Conference Program



1 Exclusive Photo Posts on Social Media Accounts



Logo, Name, & Level Designation on Website (Through August 2025)



1 Exclusive Story on Social Media Accounts



Logo & Name printed on 2 Conference Signage Pieces



1 Shared Story on Social Media Accounts



Logo & Name displayed during 2 General Conference Sessions



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SPONSORSHIPS

3

SILVER SPONSOR

\$1,000



The Diamond Sponsorship is the premier level, offering maximum exposure and engagement opportunities. As a Diamond Sponsor, you will receive:



1 8' Table Booths at the Career & Trade Expo (2025 SLC Only)



Logo & Name printed on 1 Conference Signage Piece



2 Exhibitor Representative Lunches (2025 SLC Only)



Logo & Name displayed during 1 General Conference Session



Name & Level Designation in Conference Program



1 Exclusive Story on Social Media Accounts



Name & Level Designation on Website (Through August 2025)



1 Shared Story on Social Media Accounts

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BRONZE SPONSOR

\$500



The Diamond Sponsorship is the premier level, offering maximum exposure and engagement opportunities. As a Diamond Sponsor, you will receive:



1 8' Table Booths at the Career & Trade Expo (2025 SLC Only)



Name & Level Designation on Website (Through August 2025)



1 Exhibitor Representative Lunches (2025 SLC Only)



1 Shared Story on Social Media Accounts



Name & Level Designation in Conference Program

MATERIALS:

Registration Packet Flyer Insert

\$50 (plus shipping and handling)

Showcase your company by including a flyer in our registration packets that are provided for each FCCLA chapter that attends our conference.

Writing Utensils

\$XXX (or kindly donated)

Supply branded pens or pencils that will be used throughout the event and beyond. This practical item keeps your brand in the hands and minds of participants as they take notes and engage in activities.

Adviser Welcome Bags

\$1,000 (or kindly donated)

Sponsor the welcome bags given to all advisers, prominently displaying your brand on a key item that educators will use and appreciate. These bags often become keepsakes, extending your brand's reach long after the event ends. If sponsored, the item will be co-branded with Georgia FCCLA.

Conference Lanyards

\$2,000 (or kindly donated)

Feature your logo on the lanyards worn by all attendees, ensuring constant visibility throughout the conference. Lanyards are a highly visible and frequently used item, making them an effective branding tool. If sponsored, the item will be co-branded with Georgia FCCLA.

TRAININGS:

Teacher & Officer Trainings

\$XXX per training

Sponsor training for new FCS teachers, state officers, or region officers who play vital roles across the state and local areas. Your sponsorship helps equip these teachers and leaders with the skills and knowledge they need to succeed, enhancing their ability to impact their communities positively. Georgia FCCLA hosts one New Teacher Training, State Officer Training, and Region Officer training per year.

GIFTS:

Judges' Gifts

Cost Varies By Conference

Branded gifts create a positive association with your organization and demonstrate your support for those who guide and evaluate the participants. Georgia FCCLA provides judges with Amazon Gift Cards, which we can brand with your company logo or create a branded thank you card.

\$200 for Fall Leadership Rally

\$200 for Fall Leadership Conference

\$375 for 1 of 9 Region STAR Event Competitions

\$1,000 for State Leadership Conference

Adviser Gifts

Cost Varies By Conference

Provide thoughtful gifts to advisers as a token of appreciation for their valuable contributions. This gesture acknowledges their hard work and strengthens your brand's relationship with key influencers in the educational community.

\$XXX for New Teacher Training

\$XXX for DISCOVER Training

\$XXX for Fall Leadership Conference

\$XXX for State Leadership Conference

SCHOLARSHIPS:

Official Dress Scholarship

\$250

Provide scholarships for official dress, helping students afford the attire necessary for participation in FCCLA events. This support ensures all students can present themselves professionally and confidently, aligning your brand with inclusivity and opportunity.

Post-Secondary Education Scholarship

Choice Contribution

Contribute to scholarships that help students pursue higher education. This sponsorship directly supports the academic and career goals of participants, positioning your brand as a champion of education and future leaders.

COMPETITIVE EVENTS:

Awards

\$1,000 (includes award + gift)

Sponsor the awards for competitive events, ensuring your brand is associated with excellence and achievement. Your sponsorship will fund the awards and a branded gift featuring your logo. Your organization will be recognized during award presentations, highlighting your commitment to supporting student success.

For Fall events, \$1,000 covers the cost of all competitions for one event.

For Spring events, \$1,000 covers the cost of 1 of 34 multi-level STAR event competitions.

Coffee Breaks

Cost Varies By Event

Ensure our judges are refreshed and ready to evaluate the talented participants by sponsoring coffee breaks. Your support provides a much-needed respite for judges, fostering a positive and appreciative atmosphere.

\$XXX for 1 of 9 Region STAR Event Competitions

\$XXX for State Leadership Competitions

Judges' Meals

Cost Varies By Event

Provide a well-deserved meal for our volunteer judges who work guide and evaluate our outstanding STAR Event competitors. This sponsorship also allows your brand to be prominently associated with the comfort and care of our judges, highlighting your commitment to supporting the dedicated professionals who play a crucial role in our events.

\$XXX for 1 of 9 Region STAR Event Competitions

\$XXX for State Leadership Competitions

**CAREER AND
TRADE EXPO:**

\$150

For 1 Booth & 1 Lunch

\$30

For Each Additional lunch

Georgia FCCLA gratefully accepts in-kind donations to elevate our organization. This includes, but is not limited to:

- Conference Lanyards
- Writing Utensils
- Adviser Welcome Bags
- Professional Attire
- Gifts for Judges, Advisers, Members, or Volunteers
- Office Supplies
- Culinary Competition Equipment & Ingredients
- Electronics
- Incentives for Advisers and Students
- Pro-bono services, such as:
 - Catering
 - Photography or Videography
 - Transportation
 - Venue/Space Rental



DISCOVER Training

**August 1
2024**

Fall Rally

**September 1
2024**

Fall Conference

**October 1
2024**

Region STAR Events

**January 5
2024**

State Conference

**February 15
2024**

