



PARTNER & SPONSOR PROSPECTUS

2023 National Leadership Conference

National Leadership Conference

FBLA Collegiate: **June 22-25, 2023**

Atlanta, Georgia – Hilton Atlanta

FBLA High School & FBLA Middle School: **June 27-30, 2023**

Atlanta, Georgia – Georgia World Congress Center



WELCOME AND THANK YOU



Future Business Leaders of America, Inc. (FBLA), the largest business career and technical student organization in the world, invites you to support our 2023 National Leadership Conference. This wide-reaching event puts your brand directly in front of thousands of students and advisers from across the country and supports our mission of shaping the next generation of community-minded business leaders.



We offer various sponsorship opportunities for the two sections of our 2023 conference in Atlanta, Georgia: Collegiate (June 22-25, 2023) and Middle School and High School (June 27-30, 2023). Our sponsorship packages, which are detailed in the following pages, offer multiple ways for you to connect with these important consumers and decision-makers over multiple days as they engage in a national competition.

On behalf of FBLA, I look forward to partnering with you on this important event—and others that we sponsor throughout the year. Together, we can help students carry out FBLA's pillars of service, education, and progress, and lead our nation forward.

With appreciation,

A handwritten signature in black ink, appearing to read "A. Graham".

Alexander T. Graham
President & CEO

Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

MISSION AND DEMOGRAPHICS

WHO WE ARE

Future Business Leaders of America (FBLA), Inc. is the oldest and largest national business Career and Technical Student Organization (CTSO), with more than 250,000 middle school, high school, and college members. Together, the FBLA brand reaches more than 6,500 chapters across the country. FBLA's mission is to inspire and prepare students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences. Proven results of FBLA membership are leadership, fund-raising experience, good citizenship, and proficiency in business.

Each year, the best and brightest of FBLA convene to compete in leadership and business events, attend leadership development workshops, share their successes, and discover new ideas to shape their career futures.

REACH THE DECISION MAKERS

The FBLA National Leadership Conference (NLC) brings together thousands of decision makers, administrators, teachers, and student members. FBLA members and advisers initiate projects and programs, solicit bids, and make purchasing and fundraising decisions based on what they see in the exhibit area. Student members are reviewing colleges and universities, looking at chapter advancement opportunities, and seeking internships and employment. Join FBLA for the 2023 NLC Conference in Atlanta!



FBLA Collegiate NLC Attendance

1,500

College / University student members

200

Advisers / Educators

FBLA NLC Attendance

12,000

High School Students

2,000

Middle School Students

2,000

Advisers / Educators

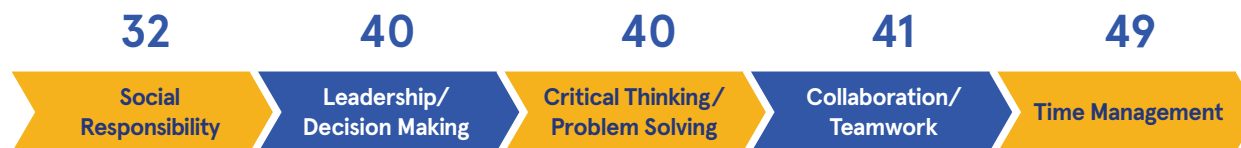
Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

MISSION AND DEMOGRAPHICS

All data is based on a study of FBLA student members, high school students, and business educator/advisers by myOptions® Encourage™ 2021-22.

Top 5 Skills developed by FBLA members:



64% of FBLA members carry an "A" grade point average. The national average is 47%.



57% of FBLA members say the organization has a positive impact on their academic performance.



36% of FBLA members say they are first-generation college students.

FBLA member participation outranks the national average in these high school courses:



Honors Programs

CTE

Career & Technical



College Credit Courses

AP

Advanced Placement



International Baccalaureate



Other Advanced Programs



When choosing a college/university, FBLA members look for a school that provides:

- Affordability
- Career Preparation
- Academic Strength
- Social Environment
- Diversity of Academic Opportunities
- Class Sizes/Student-Faculty Ratio

Of the business educators surveyed:

41%

said industry leaders provided job shadowing experiences/ internships to their students.

63%

worked with industry leaders by having them speak to students in the classroom.



Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

SPONSORSHIP



FBLA partners have a shared mission and in return are recognized as leaders in promoting business education to thousands of students and their advisers across the country.

We invite you to join the companies that are sponsors of the event and the 100+ competitive events, providing trophies and cash awards for the top NLC student competitors.



The collegiate division of FBLA, is dedicated to inspiring and developing the next generation of leaders by preparing members for careers in business and business-related fields.

FBLA helps high school and middle school students prepare for careers in business through academic competitions (Competitive Events), leadership development, and educational programs.

The NLC will offer a breadth of activities that build personal and professional skills, including unique career development programs, workshops, and so much more.



FBLA NLC partners receive complimentary registrations and extensive branding both online and onsite for the NLC, in addition to priority booth selection based on application receipt date. The priority booth selection deadline is January 31, 2023.

Custom sponsorships and signage opportunities are also available upon request. Please reach out to us to discuss these opportunities.

Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

SPONSORSHIP OPPORTUNITIES

Conference Sponsorship

Premiere sponsorship of the selected conference which includes opportunity to host your own session and prominent branding throughout the entire event cycle.

General Session Sponsorship

Opportunity to deliver welcoming remarks, brand recognition and promotional item at one of two premiere general sessions attended by all students and advisers.

Leadership Lounge

The FBLA Collegiate Leadership Lounge will offer students and advisors free WiFi, outlets for charging, and a place to network.

Lanyards

Display your logo along with the official event logo on all lanyards distributed at the event. Lanyard and imprint colors are chosen by FBLA to match the show look in 2023.

Workshop Track

Opportunity to select content track that aligns with your company's products and solutions. Includes verbal sponsor recognition and branding throughout selected track.

Shuttle Sponsor

Recognition at the convention center as well as all hotels with shuttle service including custom art on convention center shuttle stops and shuttle bus clings.

Adviser Lounge

Offers a quiet place for advisers to relax and recharge throughout the FBLA NLC. Includes custom branding and option to provide promotional materials.

Innovation Theater Presentation

The Innovation Theater will be located on the expo floor and provides short form programming for students and advisors. Option to present a custom 30-minute session in front of a captive audience.

Regional Meet Ups

Regional Meets are dedicated areas on the expo floor that offer a space for Regions to connect throughout the event. Available Regions include: Southern, Eastern, North Central, Western and Mountain Plains

Competitive Events

Align your company with a selected award category presented at the event. Available categories shared upon request.

Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

SPONSORSHIP OPPORTUNITIES

FBLA Collegiate

June 22-25, 2023

	Table Top Booth	Competitive Event	Workshop Track	Lanyards	Leadership Lounge	General Session	Conference
	\$750	\$3,000	\$5,000	\$7,500	\$7,500	\$15,000	\$15,000
Opportunities Available		50	4	1	1	2	2
Event Registrations	2	4	6	8	8	10	10
Competitive Event Judge	✓	✓	✓	✓	✓	✓	✓
Profile in NLC Mobile App	✓	✓	✓	✓	✓	✓	✓
Logo on event website		✓	✓	✓	✓	✓	✓
Logo on event signage		✓	✓	✓	✓	✓	✓
Logos on conference materials		✓	✓	✓	✓	✓	✓
Goosechase Scavenger Hunt			✓	✓	✓	✓	✓
Conference Workshop				✓	✓	✓	2
Social Media Post Pre and Post Event				✓	✓	✓	✓
Table Top Booth	✓		✓	✓	✓	2	2
Promotional Item In Session Room						✓	✓
Mobile App Push Notification						✓	✓
<i>Tomorrow's Business Leader Ad</i>	Name Listed	Name Listed	1/4 page	Half Page	Half Page	Full Page	Full Page
Email Blast to Attendees						✓	✓
Know Before You Go Message						✓	✓
Welcome Remarks						✓	✓
Logo included on session slides						✓	✓

Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

SPONSORSHIP OPPORTUNITIES

FBLA High School & Middle School

June 27-30, 2023

	Exhibit Booth	Innovation Theater	Competitive Event	Workshop Track	Laynards	Shuttle Buses	Adviser Lounge	Regional Meetups	General Session	Conference
	\$1,500	\$3,000	\$3,000	\$5,000	\$7,500	\$10,000	\$10,000	\$10,000	\$15,000	\$15,000
Opportunities Available	100+	20	75	4	1	2	2	5	3	2
Event Registrations (Staff or gifts)	2	2	4	6	8	8	8	8	10	10
Competitive Event Partner		✓	✓	✓	✓	✓	✓	✓	✓	✓
Competitive Event Judge	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Profile in NLC Mobile App	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event website		✓	✓	✓	✓	✓	✓	✓	✓	✓
Logo on event signage		✓	✓	✓	✓	✓	✓	✓	✓	✓
Logos on Conference Materials			✓	✓	✓	✓	✓	✓	✓	✓
Conference Workshop				✓	✓	✓	✓	✓	✓	✓
GooseChase Scavenger Hunt				✓	✓	✓	✓	✓	✓	✓
Innovation Theater Presentation					✓	✓	✓	✓	✓	✓
Social Media Post Pre and Post Event					✓	✓	✓	✓	✓	✓
Email Blast to Attendees						✓	✓	✓	✓	✓
Know Before You Go Message						✓	✓	✓	✓	✓
10 x 20 Exhibit Booth						✓	✓	✓	✓	✓
10 x 10 Exhibit Booth	✓									
Promotional Item In Session Room								✓	✓	✓
Mobile App Push Notification								✓	✓	✓
Tomorrow's Business Leader Ad	Name Listed	Name Listed	Name Listed	1/4 page	1/4 page	Half Page	Half Page	Half Page	Full Page	Full Page
Opening Session Welcome Remarks									✓	✓

Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842

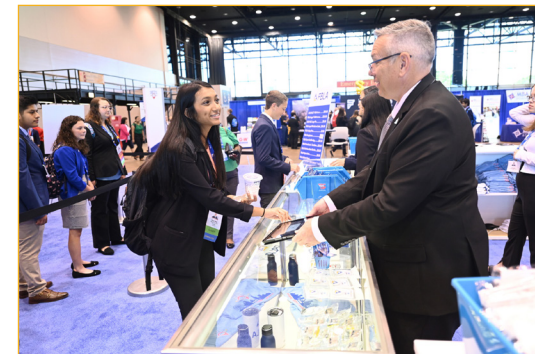
EXHIBIT OPPORTUNITIES

Reach potential customers and employees – all in one place! FBLA's exhibits are specifically designed to enhance the student and adviser experience in the Future Leaders Expo, giving exhibitors one-on-one access to highly motivated, highly driven FBLA members, advisers, and other attendees.

FBLA Collegiate Table Top Exhibit **\$750**

Tabletop exhibit space includes:

- One 6' draped table with two chairs and wastebasket
- Two (2) complimentary conference registrations (Value \$390)
- Company profile in mobile app



Goosechase **goosechase** **\$200-\$500**

The scavenger hunt contest is an opportunity to increase traffic to your booth and increase lead generation. Inspired by scavenger hunts, Goosechase is an online platform that helps you create interactive experiences with attendees. By participating in the contest, attendees are incentivized to visit your booth and connect with you to earn prizes. Pricing is based on the number of missions (days) you would like to participate in.



FBLA College | University 10x10 **\$1,250**

FBLA Corporate 10x10 **\$1,500**

FBLA exhibit space includes:

- 10' x 10' standard booth with 8' back drape and 3' side drape
- One 6' draped table with two chairs and wastebasket
- Two (2) complimentary conference registrations (Value \$390)
- Company profile in mobile app



Ready to Support our Future Business Leaders? Contact:

Heather Shuster | Heather.Shuster@mdg.agency | 202-437-1986 | Mike Hyatt | FBLA Development Manager | mhyatt@fbla.org | 703-860-0842



Future Business Leaders of America

12100 Sunset Hills Drive, Suite 200

Reston, Virginia, 20190

