KY FBLA
SPONSORSHIP & EXHIBITOR OPPORTUNITIES

KENTUCKY FUTURE BUSINESS LEADERS OF AMERICA
BRINGING BUSINESS AND EDUCATION TOGETHER
IN A POSITIVE WORKING RELATIONSHIP
THROUGH LEADERSHIP AND CAREER
DEVELOPMENT PROGRAMS
Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) is a national nonprofit 501(c)(3) education association with over 225,000 students preparing for careers in business and business-related fields. The national association is based in Reston, VA.

KENTUCKY FBLA has over 5,000 members in 174 chapters across the state. Co-curricular activities include career exploration, civic service, economic education, and technical skill advancement. FBLA-PBL also works to encourage and support entrepreneurship while developing 21st Century Skills.

What is the State Leadership Conference?

The KENTUCKY FBLA State Leadership Conference is the pinnacle of the KENTUCKY FBLA experience where students placing in the top three in regional competition vie for the opportunity to advance to the National Level representing Kentucky FBLA. Through a rigorous competitive events program, KENTUCKY FBLA is able to prepare students with hands-on business skills in accounting, marketing, finance, management, digital design, and many other areas. Students are also presented with leadership and community involvement activities including campaigning for state office, visiting exhibitor booths, participating in a vigorous lineup of workshops, opportunities to raise money for the March of Dimes as well as social networking.

What is the Business Sponsorship Program?

KENTUCKY FBLA-PBL offers a variety of sponsorship and involvement opportunities during the State Leadership Conference to our students and advisers across the state.

The Business Sponsorship Program allows business and partners an opportunity to provide more support to the overall State Conference Program and gives the business exposure to students at multiple levels. Contributions at all levels help cover the expenses for the awards, certificates, trophies, and other recognitions for students at the conference. Contributions also help defer other costs associated with the conference including but not limited to conference and competitive events A/V expenses, conference food expenses, judging expenses, social/networking activities for students and advisers, gifts/giveaways for students and advisers, etc. Businesses may choose their level of contribution from the Business Scholarship Program page.

You can find more information about KENTUCKY FBLA on the KENTUCKY FBLA website kyfbla.org. Business Sponsorship Link, https://kyfbla.wufoo.com/forms/z4llz2x17283z7/.
Dear KENTUCKY FBLA Supporter

Thank you for showing interest in becoming a partner with KENTUCKY Future Business Leaders of America. Now more than ever we need your support for our expanding organization. Without your generosity, our organization could not flourish effectively to enlighten and strengthen the lives of students, advisers as well as numerous others.

Every year we have our State Leadership Conference where members from all over the state come to compete. At this three-day conference, students compete to show their knowledge of selected topics to represent their school and state. Participants are also invited to raise money for the March of Dimes and network with others, opening the door for new friendships and opportunities.

Serving as a conference sponsor allows you to be a part of the organization, working side by side with our members. You may interact directly with members, advisers, and staff, sharing knowledge and expertise while discussing the many opportunities your business or organization offers.

Thank you for your time in reviewing this packet and finding the best way for your business to support KENTUCKY FBLA and to invest in the future workforce. We hope to create a strong bond with your organization for years to come.

Carter Davidson
KENTUCKY FBLA State President

Connie Witt
KY FBLA State Adviser
connie.witt@education.ky.gov

Carter Davidson
KY FBLA State President
carter.davidson@stu.boone.kyschools.us

Debbie Barnett
Adviser to State Officers
debbie.barnett8@gmail.com

Korrie Purcell
Region 1 Board of Directors
korrie.purcell@ballard.kyschools.us

Sheena Searcy
Region 2 Board of Directors
sheena.searcy@simpson.kyschools.us

Beth Turpin
Region 3 Board of Directors
bturpin@mercyjaguars.com

Shane Stamper
Region 4 Board of Directors
shane.stamper@kenton.kyschools.us

Cheryl Wellman
Region 5 Board of Directors
cheryl.wellman@greenup.kyschools.us

James Murray
Region 6 Board of Directors
james.murray@pulaski.kyschools.us
## Business Sponsorship Program

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<tr>
<th>Sponsorship Level</th>
<th>Amount</th>
<th>Recognition and Benefits</th>
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| **PLATINUM $10,000** |        | - Recognition as the 2022 KY FBLA State Leadership Conference Sponsor  
- Recognition as the 2022 SLC Sponsor on the 2022 KY FBLA SLC website  
- Recognition as Platinum Business Sponsor on Conference T-Shirt  
- Recognition as Platinum Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions  
- Recognition as Business Sponsor on Conference Program Front Cover  
- Recognition as Business Sponsor on KENTUCKY FBLA Website  
- Recognition as Business Sponsor on KENTUCKY FBLA social media feeds  
- Free Business and Career Fair Booth at the State Leadership Conference  
- Recognition as a Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award  
- Two guaranteed 45-minute workshops  
- Company logo placed on name badges  
- Company logo will be printed on signage |
| **GOLD $5,000** |        | - Recognition as Gold Business Sponsor on Conference T-Shirt  
- Recognition as Gold Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions  
- Recognition as Gold Business Sponsor in Conference Program  
- Recognition as Gold Business Sponsor on KENTUCKY FBLA Website  
- Recognition as Gold Business Sponsor on KENTUCKY FBLA social media feeds  
- Free Business and Career Fair Booth at the State Leadership Conference  
- Recognition as a Gold Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award  
- One guaranteed 45-minute workshop  
- Company name will be printed on signage |
| **SILVER $2,500** |        | - Recognition as Silver Business Sponsor on Conference T-Shirt  
- Recognition as Silver Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions  
- Recognition as Silver Business Sponsor in Conference Program  
- Recognition as Silver Business Sponsor on KENTUCKY FBLA Website  
- Recognition as Silver Business Sponsor on KENTUCKY FBLA social media feeds  
- Company name will be printed on signage |
| **BRONZE $1,000** |        | - Recognition as Bronze Business Sponsor on Conference T-Shirt  
- Recognition as Bronze Business Sponsor on Opening and Awards Session Shared Slide show loop 30 minutes prior to sessions  
- Recognition as Bronze Business Sponsor in Conference Program  
- Recognition as Bronze Business Sponsor on KENTUCKY FBLA Website  
- Recognition as Bronze Business Sponsor on KENTUCKY FBLA social media feeds  
- Company name will be printed on signage |
| **FRIEND $100** |        | - Recognition as Friend Business Sponsor on flyer in chapter packets  
- Recognition as Friend Business Sponsor on KENTUCKY FBLA social media feeds  
- Recognition as Friend Business Sponsor on Opening and Awards Session Shared Slide with other Friend Business Sponsors |
The State Leadership Conference provides colleges and universities, military partners, business and industry, and fundraising partners, the opportunity to network with conference attendees. This Business and Career Fair is held in conjunction with many student activities, driving traffic past booths throughout the day. Complimentary hospitality is provided for vendors. Business and Career Fair opportunities are included in some Leveled Sponsorships. Booths may be open Monday, April 11, and/or Tuesday, April 12, 2022.

- Premier Booth: $300 (two 8’ tables, pipe and drape, power, high traffic placement)
- Inline Booth: $200 (8’ table, pipe and drape, power)
- Regular Booth: $100 (8’ table), pipe and drape

Link to sponsor and/or exhibit:

https://kyfbla.wufoo.com/forms/z4llz2x17283z7/
# FBLA Competitive Event List

## Presentations
- 3D Animation
- Banking & Financial Systems
- Broadcast Journalism
- Business Ethics
- Business Management
- Computer Game & Simulation
- Data Analysis
- Digital Video Production
- E-Business
- Electronic Career Portfolio
- Entrepreneurship
- Graphic Design
- Help Desk
- Hospitality & Event Management
- Impromptu Speaking
- International Business
- Introduction to Business Presentation
- Introduction to Public Speaking
- Introduction to Social Media Strategy
- Management Decision Making
- Management Information Systems
- Marketing
- Mobile Application Development
- Network Design
- Parliamentary Procedure
- Public Service Announcement
- Public Speaking
- Publication Design
- Sales Presentation
- Social Media Strategies
- Sports & Entertainment Management
- Talent Show
- Website Design

## Objective Tests
- Accounting I
- Accounting II
- Advertising
- Agribusiness
- Business
- Calculations
- Business Communications
- Business Law
- Computer Problem Solving
- Cyber Security
- Economics
- Healthcare Administration
- Human Resources Management
- Insurance & Risk Management
- Introduction to Business Communication
- Introduction to Business Concepts
- Introduction to Business Procedures
- Introduction to Event Planning
- Introduction to FBLA
- Introduction to Financial Math
- Introduction to Information Technology
- Introduction to Parliamentary Procedure
- Journalism
- Networking Infrastructures
- Organizational Leadership
- Personal Finance
- Political Science
- Securities & Investments
- Supply Chain Management
- UX Design

## Reports and Projects
- American Enterprise Project
- Bulletin Board
- Business Financial Plan
- Business Plan
- Coding & Programming
- Community Service Project
- Computer Applications
- Database Design & Applications
- Local Chapter Annual Business Report
- Local Chapter Name Tag
- Local Chapter Newsletter
- Local Chapter Scrapbook Traditional
- Local Chapter Scrapbook Virtual
- Partnership with Business Project
- Spreadsheet Applications
- Word Processing

## Interview Events
- Client Service
- Ethel M. Plock Scholarship
- Eugene H. Smith Scholarship
- Future Business Leader
- Job Interview
FREQUENTLY Asked QUESTIONS

Q. How can I be a Business Sponsor?
A. Complete the KENTUCKY FBLA Sponsorship and Exhibitor Form with your business information and choice of sponsorship, https://kyfbla.wufoo.com/forms/z4llz2x17283z7/.

Q. What if my business only would like to be an Exhibitor at the conference?
A. Complete the KENTUCKY FBLA Sponsorship and Exhibitor Form with your business information and indicate the Exhibitor option.

Q. Do I have to physically attend the conference in order to sponsor?
A. While KENTUCKY FBLA does not require your presence at the conference, depending on the sponsorship level or options your presence is highly encouraged to receive the full experience and fully engage with members.

Q. What deadlines do I need to meet as an organization?
A. KENTUCKY FBLA recommends confirming your selection with KENTUCKY FBLA by March 15 to ensure your organization takes full advantage of opportunities. After your organization selects a sponsorship package within the sponsorship form https://kyfbla.wufoo.com/forms/z4llz2x17283z7/, you will receive detailed information on deadlines to receive copy, advertisements, and additional information. Questions can be sent to Connie Witt, connie.witt@education.ky.gov.

Q. What are my housing options on-site at SLC?
A. All sponsors are welcome to make use of the KENTUCKY FBLA block at the Galt House Hotel, in Louisville, Kentucky. Housing is made available to all conference participants until April 1. Room rates and applicable fees are the responsibility of the sponsor.

Q. If there are additional areas I may be interested in sponsoring, how should I inquire?
A. Our sponsorship opportunities are made available early to ensure sponsors and KENTUCKY FBLA have time to process all information. If there are additional areas your organization is interested in being a part of, we recommend reaching out to Connie Witt at connie.witt@education.ky.gov.