

# 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 21<sup>st</sup> 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](http://kyfbla.org). Business Sponsorship Link, <https://kyfbla.wufoo.com/forms/z4llz2x17283z7/>.

**KENTUCKY**



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

<p><b>PLATINUM</b> \$10,000</p>	<ul style="list-style-type: none"> <li>• Recognition as the 2022 KY FBLA State Leadership Conference Sponsor</li> <li>• Recognition as the 2022 SLC Sponsor on the 2022 KY FBLA SLC website</li> <li>• Recognition as Platinum Business Sponsor on Conference T-Shirt</li> <li>• Recognition as Platinum Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions</li> <li>• Recognition as Business Sponsor on Conference Program Front Cover</li> <li>• Recognition as Business Sponsor on KENTUCKY FBLA Website</li> <li>• Recognition as Business Sponsor on KENTUCKY FBLA social media feeds</li> <li>• Free Business and Career Fair Booth at the State Leadership Conference</li> <li>• Recognition as a Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award</li> <li>• Two guaranteed 45-minute workshops</li> <li>• Company logo placed on name badges</li> <li>• Company logo will be printed on signage</li> </ul>
<p><b>GOLD</b> \$5,000</p>	<ul style="list-style-type: none"> <li>• Recognition as Gold Business Sponsor on Conference T-Shirt</li> <li>• Recognition as Gold Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions</li> <li>• Recognition as Gold Business Sponsor in Conference Program</li> <li>• Recognition as Gold Business Sponsor on KENTUCKY FBLA Website</li> <li>• Recognition as Gold Business Sponsor on KENTUCKY FBLA social media feeds</li> <li>• Free Business and Career Fair Booth at the State Leadership Conference</li> <li>• Recognition as a Gold Business Sponsor during a General Session with a representative present to accept Conference Sponsor Thank You Award</li> <li>• One guaranteed 45-minute workshop</li> <li>• Company name will be printed on signage</li> </ul>
<p><b>SILVER</b> \$2,500</p>	<ul style="list-style-type: none"> <li>• Recognition as Silver Business Sponsor on Conference T-Shirt</li> <li>• Recognition as Silver Business Sponsor on Opening and Awards Session slide show loop 30 minutes prior to sessions</li> <li>• Recognition as Silver Business Sponsor in Conference Program</li> <li>• Recognition as Silver Business Sponsor on KENTUCKY FBLA Website</li> <li>• Recognition as Silver Business Sponsor on KENTUCKY FBLA social media feeds</li> <li>• Company name will be printed on signage</li> </ul>
<p><b>BRONZE</b> \$1,000</p>	<ul style="list-style-type: none"> <li>• Recognition as Bronze Business Sponsor on Conference T-Shirt</li> <li>• Recognition as Bronze Business Sponsor on Opening and Awards Session Shared Slide show loop 30 minutes prior to sessions</li> <li>• Recognition as Bronze Business Sponsor in Conference Program</li> <li>• Recognition as Bronze Business Sponsor on KENTUCKY FBLA Website</li> <li>• Recognition as Bronze Business Sponsor on KENTUCKY FBLA social media feeds</li> <li>• Company name will be printed on signage</li> </ul>
<p><b>FRIEND</b> \$100</p>	<ul style="list-style-type: none"> <li>• Recognition as Friend Business Sponsor on flyer in chapter packets</li> <li>• Recognition as Friend Business Sponsor on KENTUCKY FBLA social media feeds</li> <li>• Recognition as Friend Business Sponsor on Opening and Awards Session Shared Slide with other Friend Business Sponsors</li> </ul>

## Business and Career Fair

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 Events

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

## Objective Tests

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

## Reports And Projects

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

## Interview Events

Client Service	Future Business Leader
Ethel M. Plock Scholarship	Job Interview
Eugene H. Smith Scholarship	

## 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](mailto: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](mailto:connie.witt@education.ky.gov).