

Service, Education,
Progress



SPONSORSHIP Packet



**Sponsor and Exhibitor
Opportunities 2024**

What is Illinois FBLA

Future Business Leaders of America, Inc. (FBLA) is a national nonprofit 501(c)(3) education association with over 230,000 students preparing for careers in business and business-related fields. The association is based in Reston, VA, and is the largest business Career and Technical Student Organization in the world. Illinois FBLA high school level has over 3,000 members in 80+ schools across the state. Additional divisions target middle-school grades and the collegiate level.

Activities include career exploration, civic service, business education and technical skill advancement. FBLA also works to encourage and support entrepreneurship while developing 21st Century Skills. FBLA inspires and prepares students to become community-minded business leaders in a global society through career preparation and leadership experiences.

Illinois FBLA State Leadership Conference

Community involvement and leadership opportunities are the pinnacle of the Illinois FBLA experience. Through a rigorous competitive events program, Illinois FBLA can prepare students with hands-on business skills in accounting, marketing, finance, management, graphic design, and digital design. Students are also presented with leadership and community involvement activities, and educational experiences to name a few.

Dear Illinois FBLA Sponsor

Thank you for taking the first step in becoming a 2024 Illinois Future Business Leaders of America State Leadership Conference Sponsor. Our leadership event is held April 5-6, 2024, in Springfield, IL.

This year, we are expecting to host 1,600 competitors with 300 additional advisers, guests, and staff for a chance to represent Illinois at the National Leadership Conference in Orlando, Florida. With competitive events ranging from accounting to mobile application development, banking and financial systems to network design, Illinois FBLA offers events for every student no matter a member's career path.

Serving as a conference sponsor or exhibitor allows you to have great visibility among Illinois' best and brightest future leaders. You may interact directly with members, advisers, and staff, sharing your knowledge and expertise while discussing the many opportunities your business or organization offers.

Illinois FBLA offers five sponsorship levels:

- Platinum Sponsor | \$5,000
- Diamond Sponsor | \$2,500
- Gold Sponsor | \$1,500
- Silver Sponsor | \$500
- Bronze Sponsor | \$250

Please review the information included in this packet as you determine the best way you can be a part of Illinois FBLA and the future of the workforce.

We thank you for your time and support of Illinois FBLA!

Sincerely,

Sandra Bronson

Illinois FBLA State Adviser

2024 Sponsorship Levels

Platinum Sponsor

\$5,000

Exclusive Sponsorship (only 1)

- Recognition as Platinum Sponsor during all General Sessions and in the conference app
- Name and logo printed on conference lanyard
- Mentioned in social media posts and state website
- Logo printed on conference t-shirt
- Premier booth placement at expo (exhibits area)
- Sponsorship of 4 team and 4 individual competitive events (included)
- Option to speak at Opening Session for up to 5 minutes.
- Option to present a workshop
- Provide one or more people to service as a competitive events judge

Diamond Sponsor

\$2,500

Exclusive Sponsorship (only 2)

- Recognition as Diamond Sponsor during all General Sessions and in the conference app
- Mentioned in social media posts and state website
- Logo printed on conference t-shirt
- Premier booth placement at expo (exhibits area)
- Sponsorship of 2 team and 2 individual competitive events (included)
- Option to present a workshop
- Provide one or more people to service as a competitive events judge

2024 Sponsorship Levels

Gold Sponsor

\$1,500

- Recognition as Gold Sponsor during all General Sessions and in the conference app
- Mentioned in social media posts and state website
- Logo printed on conference t-shirt
- Booth at expo (exhibits area)
- Sponsorship of 1 team and 1 individual competitive events (included)
- Provide one or more people to service as a competitive events judge

Silver Sponsor

\$500

- Recognition as Silver Sponsor during all General Sessions and in the conference app
- Mentioned in social media posts and state website
- Name printed on conference t-shirt
- Booth at expo (exhibits area)
- Sponsorship of 1 team or 1 individual competitive event (included)
- Sponsorship of Judges' lunch or Hospitality in Expo Area
- Provide one or more people to service as a competitive events judge

Bronze Sponsor

\$250

- Recognition as Bronze Sponsor during all General Sessions and in the conference app
- Mentioned in social media posts and state website
- Name printed on conference t-shirt
- Booth at expo (exhibits area)
- Provide one or more people to service as a competitive events judge

2024 Competitive Event Sponsorships

Organizations may choose to sponsor an individual competitive event, with recognition of sponsorship at the Awards of Excellence Ceremony open to all conference attendees and live streamed for home viewing. Sponsors may submit one judge for each specific sponsored event.

Individual Events

Accounting I	Introduction to FBLA
Accounting II	Introduction to Financial Math
Advertising	Introduction to Information Technology
Agribusiness	Introduction to Marketing Concepts
Business Calculations	Introduction to Parliamentary Procedure
Business Communication	Introduction to Public Speaking
Business Law	Job Interview
Client Service	Journalism
Computer Applications	Networking Concepts
Computer Problem Solving	Organizational Leadership
Cyber Security	Personal Finance
Database Design & Application	Political Science
Economics	Public Speaking
Electronic Career Portfolio	Securities & Investments
Future Business Leader	Spreadsheet Applications
Health Care Administration	Supply Chain Management
Help Desk	UX Design
Human Resource Management	Who's Who in FBLA
Insurance & Risk Management	Word Processing
Introduction to Business Concepts	
Introduction to Business Communication	
Introduction to Business Procedures	

Team Events

American Enterprise Project Banking & Financial Systems
Broadcast Journalism
Business Ethics
Business Financial Plan Business Management
Business Plan
Coding & Programming Computer Game & Simulation
Community Service Project
Data Analysis
Digital Animation
Digital Video Production
E-business
Entrepreneurship
Graphic Design
Hospitality & Event Management
Impromptu Speaking
International Business
Introduction to Business Presentation
Introduction to Event Planning
Introduction to Social Media Strategy
Local Chapter Annual Report
Management Information Systems
Marketing
Mobile Application Development Network Design
Parliamentary Procedure
Partnership with Business
Public Service Announcement
Publication Design
Sales Presentation
Social Media Strategies
Sports & Entertainment Management
Website Design

Frequently Asked Questions

Q. Do I have to physically attend the conference in order to sponsor?

A. While Illinois 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. After your organization selects a sponsorship package, you will receive detailed information on deadlines to receive copy, advertisements, and additional information. Illinois FBLA recommends confirming your selection by February 15 to ensure your organization takes full advantage of opportunities.

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 Illinois 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 ASAP to Sandra Bronson, the Illinois State Adviser at ardnas.teacher@gmail.com or (217) 972-1590.

2023 Illinois FBLA Sponsorship Form

Send your check payable to Illinois FBLA, c/o Kelly Wilkerson, 4146 Kenwood Avenue,
Gurnee, IL 60031 by March 1, 2024

*Main Contact

Name _____ Home/Cell Phone _____

Email _____

Home Address _____
Street, City, State, Zip

Secondary Contact

Name _____ Home/Cell Phone _____

Email _____

*Business Information

Business Name _____ Business Phone _____

Business Address _____
Street, City, State, Zip

Email (Business) _____

*Required

We would like to sponsor the Illinois FBLA State Leadership Conference. The
level we choose is:

- Platinum Level – \$5,000.00, (4 individual, 4 team)
- Diamond Level – \$2,500.00, (2 individual, 2 team)
- Gold Level - \$1,000.00, (1 individual, 1 team)
- Silver Level - \$500.00, (1 individual or team)
- Bronze Level - (\$250.00)

This section is optional

Please list preferred sponsor events from pages six and seven.

Now accepting payments via Zelle.

