



DECA PREMIER PARTNER PROGRAM

**Be Connected.
Be Visible.
Be Impactful.**

The **DECA Premier Partner Program** offers a meaningful way for organizations to be connected, visible, and actively engaged with DECA's network of high school and collegiate student members and advisors.

This program provides access to exclusive benefits and opportunities to build brand awareness, connect with talent pipelines, and support emerging leaders and advisors in and out of the classroom.

EXCLUSIVE PREMIER PARTNER BENEFITS

Priority Access + Premium Opportunities

- Priority access to DECA sponsorship opportunities
- Priority exhibitor registration and booth selection at DECA conferences
- Priority consideration for advisor and student workshop sponsorships

Brand Visibility + Recognition

- Linked company logo on DECA website
- Recognition as a Premier Partner in conference programs
- On-site recognition at DECA conferences
- Social media recognition
- One featured company spotlight
- Use of DECA Premier Partner logo

Marketing + Member Reach

- Advertising discounts across DECA print and digital channels
- Opportunity to contribute content (college + career readiness)

Engagement + Networking

- Invitations to exclusive Premier Partner receptions
- Discounts on conference exhibits
- Connections to state and local DECA partner opportunities
- Volunteer opportunities, including competitive event judging
- Executive mentorship opportunities with DECA members
- Access to the opt-in advisor email list

Insights + Added Value

- Access to annual DECA member insights snapshot
- Annual partner report card with performance metrics and ROI

Annual Premier Partner Investment: \$5,000

 **DECA**