

# POWERED BY PARTNERSHIP

~ Colorado DECA Partnership & Sponsorship Outreach ~

## OUTREACH

## ENGAGEMENT

## DEEP RELATIONSHIPS

### PEAK 1: OUTREACH



### PEAK 2: ENGAGEMENT

### kenzi's causes

As a part of Colorado DECA's 10/10/10 initiative, we partnered with Kenzi's causes, non-profit organization that supports underprivileged children and their families throughout Colorado.



- \$34,652.32 worth of collected goods
- At the State conference a miracle minute is held
- State officer team volunteered at several Kenzi's causes events



DECA partners maintain engagement with the community by offering:

- Information booths at conferences, promoting their brand or community
- Sponsorships for the DECA program and DECA equipment
- Promoting their brand through creative workshops/guest speakers at conferences



### PEAK 3: DEEP RELATIONSHIPS

## Ongoing Collaboration & Impact

#### Feedback:

Partners benefit from DECA students in the search of career connections

#### Long Term Relationships:

We have partnered with many of our sponsors for 10+ years.

**73%**

of DECA members report that DECA has influenced their career plans.

**91%**

of DECA members report that participation in DECA prepared them academically for college and a career.



14+ Partners and Sponsors



\$8,000 + Raised for Kenzi's



12+ Exhibitor Booths



8 Competitive Events Sponsored

