



STOCK MARKET GAME

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Participants in the Collegiate DECA **Stock Market Game**, provided by the SIFMA Foundation, develop and manage an online investment portfolio of stocks, mutual funds, bonds, ESG investments and cash. The Stock Market Game is available via web browser on any device or on The Stock Market Game mobile app available on Android or Apple. SMG allows Collegiate DECA members to test their investment knowledge and skills against other members in an online competition. The goal of the competition is to provide participants with the skills needed to be successful in their future financial lives by managing a diversified investment portfolio.

\$ FINANCE

EVENT OVERVIEW

It is the responsibility of the advisor and every member of participating teams to familiarize themselves with the Program Rules and Code of Participation for The Stock Market Game at deca.org/smg/rules and the Collegiate DECA Stock Market Game rules below. Both sets of rules are also accessible in the team portfolio by clicking Resources, Rules of the Game and Local Rules. Failure to comply with Program Rules or Code of Participation and/or the Collegiate DECA Stock Market Game rules will result in disqualification from the Collegiate DECA Stock Market Game.

In addition, it is the responsibility of the advisor and every member of participating teams to review the SIFMA Foundation's Code of Conduct available at the bottom of each website and team portfolio page and at deca.org/smg/conduct. Collegiate DECA advisors and/or members attending SIFMA Foundation events, virtual or in-person, who do not follow the guidelines set forth in the Code of Conduct will be disqualified from the Collegiate DECA Stock Market Game. Final determination of disqualification from the Collegiate DECA Stock Market Game rests solely with the SIFMA Foundation.

The Collegiate DECA Stock Market Game will run a Fall competition from Tuesday, September 8 – Friday, November 13, 2026, and a Spring competition from Monday, January 25 – Friday, April 2, 2027.

COMPETITION GUIDELINES

- **Registration:** Collegiate DECA advisors must register their student members at deca.org/smg to participate in the competition. It is the responsibility of the advisor to ensure that the participants are in the correct competition, as there are both high school and college competitions. All advisors and students participating in the Collegiate DECA Stock Market Game must be DECA members. Membership is verified with DECA weekly and subsequently updated in the DECA Stock Market Game registration system. Registrations not submitted for the Collegiate DECA Stock Market Game by Collegiate DECA advisors will be deleted.
- **Team Members & Student Name Deadline:** Teams must comprise of one to three students. It is the responsibility of advisors to ensure the accuracy of student names for each team. Advisors can review student names in the Teacher Support Center by clicking View Team Portfolios and clicking into each class in the Class Name column. Advisors can edit student names up until the Student Name Submission Deadline by clicking Update Student Names. Advisors can email decasmg@sifma.org to add teams to their existing account. Please allow two business days for your request to be processed in the system. Final team additions must be submitted to decasmg@sifma.org by the Student Name Submission Deadline.
- **Communication:** All questions must be submitted by the Collegiate DECA advisor to decasmg@sifma.org. Only advisor emails will receive a response from the DECA Stock Market Game.
- **Account Type-Margin:** Each team begins with \$100,000 in cash and may borrow an additional 50% of their Total Equity in margin up to an aggregate limit, if any, as set forth in The Stock Market Game Program Rules.
- **Market Hours & Trade Type (End of Day):** The Collegiate DECA Stock Market Game runs Monday to Friday with hours of operation from 9:30 a.m. to 4:00 p.m. ET. Teams may trade on any day the participating stock markets are open. Trades placed during market hours are priced at the business day's closing price. Trades entered after market hours or during market holidays are priced at the next business day's closing price. Trades may be canceled in Pending Orders up to market close (4:00 p.m. ET) that business day.

CAREER COMPETENCIES

Participants will demonstrate knowledge and skills needed to address the components of the project as described in the content outline and evaluation forms.

Participants will also develop Career Competencies, in the following categories, desired by today's employers:

- **Critical Thinking**
Thinks critically to understand and solve problems.
- **Communication**
Communicates clearly, effectively, and with reason.
- **Decision Making**
Considers the impacts of decisions.
- **Collaboration**
Participates and advocates in groups of all sizes to achieve common goals.
- **Innovation**
Demonstrates a creative and innovative mindset.
- **Technology**
Ethically leverages technologies to enhance efficiencies, complete tasks, and accomplish goals.

- **Trading Options:** Stock buys/sells and short sells/covers are allowed, as well as mutual fund and bond buy/sell orders. Trading in futures, options, commodities, currencies and bitcoin is not permitted.
- **Maximum Equity:** Teams may not invest more than 20% of their Total Equity multiplied by 1.5 in any one security. If a security in a team's portfolio increases in value and places the investment beyond 20% of their total equity multiplied by 1.5, they will be able to retain their shares but unable to purchase additional shares of that security.
- **Asset Diversification:** Each team must make investments of at least \$10,000 per asset class (stocks, mutual funds and bonds) by the Asset Diversification Date and hold the investment until the end of the competition. If teams sell some or all of an asset class position after the Asset Diversification Deadline, they must make an investment in the same asset class totaling a holding of \$10,000 within one business day to remain diversified. If the value of an investment decreases below the \$10,000 minimum, teams do not need to invest more. Teams can confirm they are diversified by adding the Net Cost of their investments per asset class (minus the \$5 transaction fee) on the Account Holdings page. Team portfolios will be subject to periodic random review to confirm the \$10,000 investment per asset has been maintained. Please note that all ETFs (including bond ETFs) are classified as stocks, all bond mutual funds are classified as mutual funds, and only long stock positions count towards the stock diversification requirement.
- **Team Portfolios:** Each team must complete their own research and portfolios must be distinct and reflect the individual team's investment strategy. Portfolios are subject to review, and any violation may result in disqualification from the Collegiate DECA Stock Market Game. Final determination of disqualification from the Collegiate DECA Stock Market Game rests solely with the SIFMA Foundation.
- **Rankings:** A record of a team's portfolio and transactions will be available daily, subject to overnight portfolio processing. A team will not receive a portfolio ranking nor be listed in regional rankings until its initial transaction is entered successfully. Rankings will be determined based on a portfolio's Percent Return as compared to S&P 500 Growth for the time period of the competition. Please note that final rankings are determined net of any borrowed funds regardless of whether portfolios are liquidated at the end of the competition.
- **Recognition:** The top teams that abide by all Collegiate DECA Stock Market Game program rules, guidelines, Code of Participation and Code of Conduct will be submitted to DECA. Only students submitted before the Student Name Submission Deadline are eligible to rank. No substitutions or additions to teams will be allowed after the Student Name Submission Deadline has passed.
- **Portfolio Deletion:** Portfolios will be available for retrieval until the Portfolio Deletion date. Please make sure to save all relevant portfolio data before then.

EVENT TIMELINE

	Session 1 Fall 2026	Session 2 Spring 2027
Competition Begins	September 8 at 9:30 a.m. ET	January 25 at 9:30 a.m. ET
Student Name Submission Deadline	September 25 at 4:00 p.m. ET	February 13 at 4:00 p.m. ET
Asset Diversification Begins	October 2 at 4:00 p.m. ET	February 19 at 4:00 p.m. ET
Competition Ends	November 13 at 4:00 p.m. ET	April 2 at 4:00 p.m. ET
Portfolio Deletion	May 10	May 10



1-3 PARTICIPANTS



ONLINE
SIMULATION