DECA
SCHOOL-BASED ENTERPRISES
PAVING THE WAY FOR STUDENT SUCCESS

DECA's School-based Enterprises (SBEs) provide realistic and practical learning experiences to reinforce classroom instruction through a hands-on learning laboratory.

For many students, SBEs provide the first work experience; for others, they provide an opportunity to build management, supervision and leadership skills to prepare students for the transition to college or careers.

PROGRAM COMPONENTS

Business Management

Students gain experience selling to consumers through a permanent location, a mobile kiosk or internet marketing. SBE products and services may include:

- Spirit wear
- Food and beverage items
- School supplies
- Signs and banners
- Creative design services
- Advertising sales

Certification Program

- DECA's SBE certification program measures individual students' knowledge and understanding of business operations.
- DECA chapters may also earn certification for the School-based Enterprise for the integration of National Curriculum Standards and 21st Century employability skills.
- Gold-Certified SBEs may send two chapter members to attend the SBE Academy at DECA's International Career Development Conference (ICDC). In addition, members deliver an oral presentation based on a business standard.

SPONSORSHIP OPPORTUNITIES

SBE Certification Program - $3,000 (co-support)

- Promote your brand and support of the SBE Certification Program. Your company name or logo will appear on the SBE webpage, in the DECA Guide, ICDC registration guide, ICDC program/app and more.
- Recognize gold-certified SBEs with a plaque featuring the logos of co-supporters usually on display in the SBE.
- Provide volunteers to evaluate the SBE certification entries and provide program guidance.

ICDC Competition - $3,000/each (Food or Retail)

- Year-long recognition in DECA Guide (if confirmed by June each year), DECA website, and ICDC platforms including: registration guide, program, mobile app, on-site signage, and general sessions.
- Cash awards to top ten (10) performers/teams at ICDC
- On stage recognition at ICDC + company recognition on trophy award
- Opportunity to provide volunteer competition judges

FOR MORE INFORMATION

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