



DECA INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

PARTNERSHIP OPPORTUNITIES 2025

INTERNATIONAL CAREER DEVELOPMENT CONFERENCE

The DECA International Career Development Conference (ICDC) is the culmination of the DECA year. More than 22,000 high school students, teacher-advisors, business professionals and alumni gather for several days of DECA excitement. DECA members demonstrate their college and career readiness knowledge and skills by participating in DECA's industry-validated Competitive Events Program, aligned with Career Clusters, National Curriculum Standards and 21st Century Skills in the areas of marketing, finance, hospitality, management and entrepreneurship. These members have qualified to attend based on superior performance at the district and association level.

- 1,000 volunteers from the business industry are recruited to judge the competitions
- 60+ volunteers are recruited to participate in the Executive Mentor Program to provide college and career advice to high school seniors
- 75+ companies showcase their products/services on the exhibit floor

DATES

April 26-29, 2025

LOCATION

Orange County Convention Center
9800 International Drive
Orlando, FL 32819

AUDIENCE

22,000+ High School Students,
Educators and Administrators

INSTANT BENEFITS

ALL CONFERENCE SPONSORSHIPS INCLUDE:

- Opt-in attendee advisor email list for one-time use
- Recognition in conference program book
- Recognition in conference mobile app (basic profile)
- On-site signage at sponsored activity or event

SPONSORSHIPS + OPPORTUNITIES

- Exhibits
- Program + App Advertisements
- Registration Inserts
- Attendee Emails
- Meal Functions
- Attendee Experiences
- Competitive Events
- Volunteer



EXHIBIT

EXHIBITS



MAKE ONE-ON-ONE CONNECTIONS WITH DECA MEMBERS + ADVISORS

Exhibits are specifically designed to be an integral part of the International Career Development Conference, giving you one-on-one access to highly motivated and engaged DECA members and advisors.

- Reach many customers, potential employees and prospective college students — all in one place!
- Interact with our members face-to-face and build the foundation for a lifelong relationship with the next generation of entrepreneurs and business leaders.
- Exhibits are placed in high-traffic areas of the conference to maximize your exposure.

\$1,450-\$1,750
PER SPACE

NAB partners receive a 25% discount

EXHIBITS + HOUSING

EXHIBIT BOOTH RATES

Standard Booth: \$1,450 **SOLD OUT**

Premium Booth: \$1,750 (Corner/End/Island Location)

Exhibit fee includes a 10'x10' draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

SCHEDULE

Exhibit Set-Up:

Saturday, April 26 – 1:00 p.m. – 5:00 p.m.

Exhibit Hours:

Sunday, April 27 – 8:00 a.m. – 4:00 p.m.

Monday, April 28 – 8:00 p.m. – 4:00 p.m.

Exhibit Move-Out:

Monday, April 28 – 4:00 p.m.

DECORATOR

Freeman Expositions, LLC
(888) 508-5054

HOUSING

The Castle – 10 rooms
8602 Universal Blvd | Orlando, FL 32819
\$209 – king rooms only + tax
[Reserve Rooms](#)

Hilton Orlando – 35 rooms
6001 Destination Parkway | Orlando, FL 32819
\$269 S/D + tax
[Reserve Rooms](#)

Rosen Centre – 20 rooms
9840 International Drive | Orlando, FL 32819
\$249 S/D + tax
\$269 T/Q + tax
[Reserve Rooms](#)

HOUSING DEADLINE

March 19, 2025

Rooms are subject to availability within our block. Once block is full, which may occur before the deadline, room rates may increase and/or housing may no longer be available.

EXHIBIT RESERVATION DEADLINE

February 12, 2025
for listing in conference program

QUESTIONS?

Direct exhibit requests and inquiries to:

P 703-860-5000
E partner@deca.org

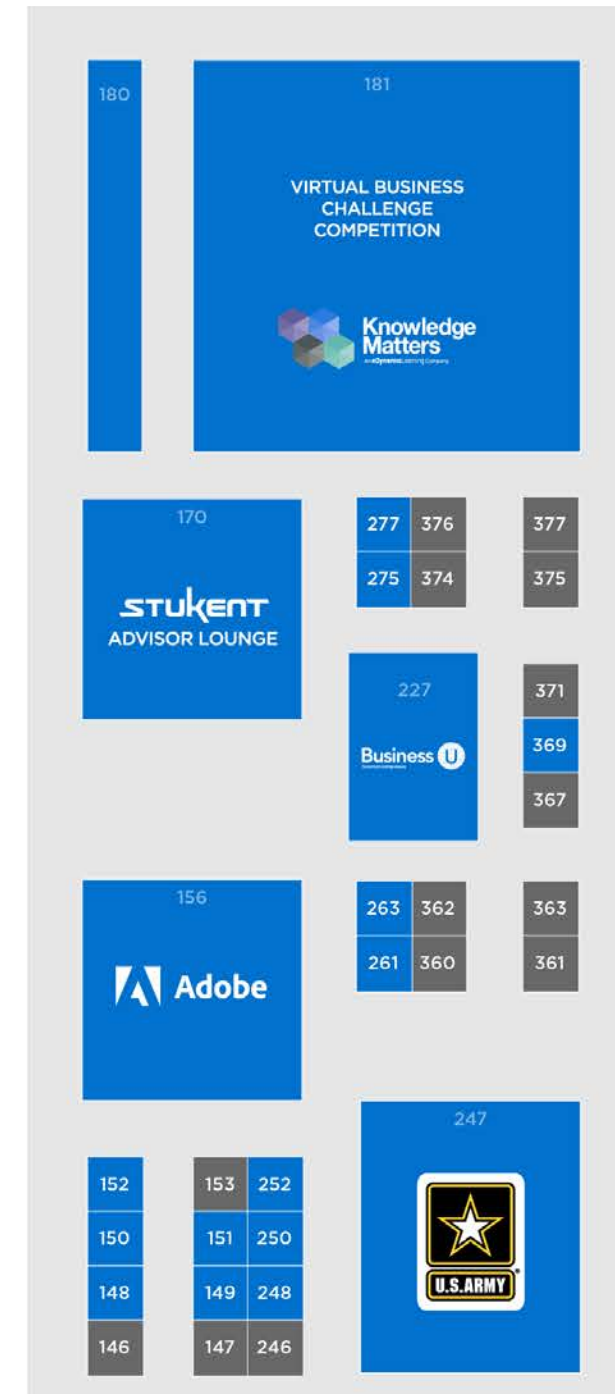
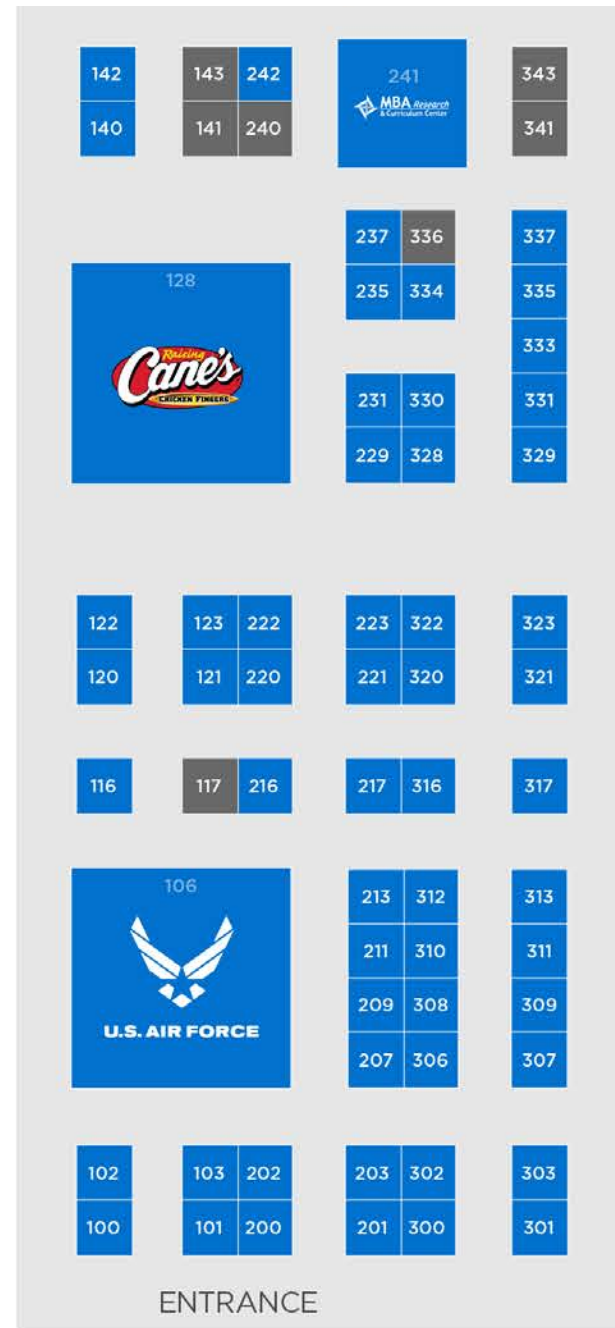


Partners receive a 25% discount on DECA conference exhibits

EXHIBIT FLOOR PLAN

Please provide your top six choices when completing the reservation form.

- Available
- Reserved



RESERVATION DEADLINE
February 12, 2025
for listing in conference program

QUESTIONS?
Direct exhibit requests and inquiries to:
P 703-860-5000
E partner@deca.org

EXHIBIT INFORMATION + REGULATIONS

PURPOSE

DECA conferences are conducted for educational and informational purposes; to disseminate knowledge and ideas; to encourage communications; to promote product and career information. Under IRS Rulings, sales activities are not permitted for a 501(c)(3) organization (DECA). Exhibitors are encouraged to explain, show or demonstrate products or services.

ELIGIBLE EXHIBITS

DECA reserves the right to determine the eligibility of any Exhibitor. No Exhibitor shall sublet or share space. Exhibitors must show only goods and services used in their regular course of business. All promotional activities must be confined to the limits of the booth.

BOOTH EQUIPMENT

DECA will provide a 10'x10' draped booth space; six-foot table, draped; two chairs; ID sign; and wastebasket. Fee does not include labor, shipping charges, special lighting or electrical connections.

PAYMENT FOR SPACE

Your deposit of 50% of the exhibit rental must accompany the application. The balance is due 60 days prior to the conference.

AUDIO-VISUAL

The use of devices for mechanical reproduction of sound is prohibited. Sound of any kind must not be projected outside the booth. Motion pictures, slide demonstrations, fashion shows, Karaoke, etc. are subject to prior approval by DECA.

BADGES

Exhibitor personnel will be provided with badges to permit entry to the exhibit area. You must advise DECA of personnel one month prior to conference to ensure that badges are prepared in advance.

SHIPMENT AND STORAGE

Information on shipping methods, storage and rates will be sent to you directly by the decorator. The Exhibitor agrees to ship at its own risk and expense all articles to be exhibited.

RELOCATION OF EXHIBITS

DECA Inc. reserves the right to alter locations of the exhibits as shown on the official floor plan if deemed advisable and in the best interest of the conference.

FIRE, SAFETY AND HEALTH

The Exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. All exhibit materials and equipment must be reasonably located within the booth and protected by safety guards and devices where necessary to prevent personal accident to spectators. Only fireproof materials should be used in displays, and the necessary fire precautions will be a responsibility of the Exhibitor.

RESTRICTIONS

DECA reserves the right to restrict exhibits which for any reason become objectionable and may also evict any Exhibit which in the opinion of DECA detracts from the general character of the Exhibit. DECA Inc. reserves the right to and will strictly enforce trademark infringements laws. Any product displaying characters and/or names where licensing is necessary (i.e., Disney characters, Hard Rock Cafe, etc.) must submit a copy of the licensing agreement prior to the DECA conference. DECA Inc. also restricts the sale or display of any product (including clothing) that refers to DECA, Marketing Education, The Ultimate DECA Power Trip, Career Development Conference, International Conference, Regional Conference, Collegiate DECA, an Association of Marketing Students or Emerging Leaders and Entrepreneurs. DECA will not be liable for any refunds or other expenses in this instance.

CANCELLATIONS

This contract may be canceled in writing 60 days before the conference, in which case fifty percent (50%) of the rental fee will be retained by DECA. Cancellation after this date obligates the Exhibitor to full payment. The Exhibitor is solely responsible for his/her own exhibit material and should insure his/her exhibit against loss or damage. All property is understood to remain in the Exhibitor's control in transit to and from the confines of the exhibit area. DECA assumes no liability of any kind.

INABILITY TO PERFORM

In the event the Exhibit is not held for any reason beyond its control, DECA reserves the right to retain part of the rental fee as shall be required to compensate for expenses incurred up to that time.

LIABILITY

Neither DECA, nor their agents or representatives, will be responsible for any injury, loss or damage that may occur to exhibit or personnel. Exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend and save DECA, and its employees and agents harmless against all claims, losses and damages to persons or property, governmental charges or fines and attorney's fees arising out of or caused by Exhibitor's installation, removal, maintenance, occupancy or use of the exhibition premises. In addition, Exhibitor acknowledges that DECA does not maintain insurance covering Exhibitor's property and that it is the sole responsibility of Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. The Exhibitor, on signing the contract, expressly releases the aforementioned from any and all claims.

CLARIFICATION OF RULES

DECA has sole authority to interpret and enforce all rules and regulations contained herein, to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the Exhibit Hall.

RESERVATION DEADLINE

February 12, 2025
for listing in conference program

QUESTIONS?

Direct exhibit requests
and inquiries to:

P 703-860-5000
E partner@deca.org

ADVERTISE

PROGRAM + APP ADVERTISEMENTS

ADVERTISE IN THE ON-THE-GO GUIDES FOR EVERY ATTENDEE

DECA's conference programs and apps are attendees' constant companions for the agenda, maps, exhibitors, speakers and special activities.

- Put your message next to important conference information attendees will read.
- Reach highly engaged, motivated DECA members who are attending the conference.
- Reinforce and promote your participation in ICDC with specific calls to action.



\$1,000

MOBILE APP
ADVERTISEMENT

NAB partners receive a 25% discount

\$3,000-\$5,500

PROGRAM
ADVERTISEMENT

NAB partners receive a 25% discount

PROGRAM ADVERTISEMENTS

ADVERTISEMENT RATES

- Full Page Back Cover: \$5,500 **SOLD**
- Full Page Inside Cover: \$4,000 **SOLD**
- Full Page Ad: \$3,000

ARTWORK SIZES

- Full Page Ads: 8.5" x 11" (Vertical) + 1/8" Bleed*

ACCEPTABLE FILE FORMATS

Adobe Acrobat PDF (Preferred)

- ***All full-page ads MUST include an 1/8" bleed.**
- All crop and registration marks MUST BE REMOVED from ad.

Adobe InDesign file

- Acceptable file formats are .indd, and .idml.
- All files need to be packaged to include links, document fonts and a .pdf file.
- All color ads must be converted to CMYK. Spot colors must be specified with a Pantone Solid Coated description.

- Ads must be produced to specific page sizes per ad dimensions.
- Camera-ready artwork is press ready. DECA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork.
- For production and quality-control purposes, we cannot accept Web or Internet images.

Adobe Photoshop Files

- Acceptable file formats are .psd, .jpg, .eps or .tif.
- If a .psd file is submitted, fonts need to be rasterized and images embedded.
- Digital photos must be 300 dpi minimum to be printed.

Adobe Illustrator Files

- Acceptable file formats are .ai and .eps.
- All fonts need to be converted to outlines and all images embedded.

RESERVE BY

February 5, 2025

SUBMIT BY

February 12, 2025

QUESTIONS?

Direct inquiries and advertising materials to:

P 703-860-5000

E partner@deca.org

DOWNLOAD
TEMPLATES

DECA
NATIONAL
ADVISORY
BOARD

Partners receive a 25% discount on DECA conference advertisements

MOBILE APP ADVERTISEMENTS

ARTWORK DEADLINE

March 7, 2025

MOBILE APP BASIC PROFILE

Included in your sponsorship/exhibit booth

Profile to be included in the sponsors/exhibitors section of the conference mobile app.

Profile

- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Description/bio (250 characters maximum, including spaces; cannot include links). Any websites, email addresses, or social media handles included in the description will be removed.

MOBILE APP ADVERTISEMENT

Investment: \$1,000

Stand out in the conference mobile app when attendees use their device to review schedules, receive conference updates and more.

- Mobile Banner image (600 px by 110 px .jpg or .png)
- Desktop Banner image (640 px x 640 px .jpg or .png)
- Link (URL)

MOBILE APP ENHANCED PROFILE

Investment: \$1,000

Profile to be included in the sponsors/exhibitors section of the conference mobile app.

Profile

- Logo/thumbnail image (240 px wide by 240 px tall .jpg or .png)
- Header image (640 px wide by 240 px tall .jpg or .png)
- Description/bio (1,000 characters maximum, including spaces; cannot include links). Any websites, email addresses, or social media handles included in the description will be removed.

Links

- (1) Email Address
- (1) Twitter URL
- (1) Instagram URL
- (1) Custom Link (URL)
- Custom Link Text (25 characters maximum, including spaces)

QUESTIONS?

Direct inquiries and advertising materials to:

P 703-860-5000
E partner@deca.org

DOWNLOAD
TEMPLATES



Partners receive a 25% discount on DECA conference advertisements

REGISTRATION INSERTS

PUT YOUR MESSAGE DIRECTLY IN THE HANDS OF CONFERENCE ATTENDEES

Include a special message or swag item along with conference materials all attendees receive during on-site check in.

- Get your message directly to every conference attendee.
- Drop a promotional postcard, discount flyer or special offer in the conference registration packet.
- Give away a branded swag item in the conference registration packet.
- Draw attention to your exhibit booth and remind attendees of your products and/or services.



\$2,000
+ COST OF PRINTING
NAB partners receive a 25% discount

REGISTRATION INSERTS

ADVERTISEMENT INSERT

Investment: \$2,000

- One-page only (artwork on both sides)
- Flyers/postcards must not exceed a folded size of 8.5 x 11 inches.
- DECA is not responsible for errors in the provided printed pieces.
- Upload a PDF of the final insert to DECA Inc.
- Inserts must be bundled in groups of 100.
- Mail 23,000 finished pieces prior to deadline to:
Fulfillment House, Inc.
22880 Glenn Drive, Suite 120
Sterling, VA 20164
Attn: DECA ICDC Reg | “Company Name”

INSERT DEADLINE

March 15, 2025

QUESTIONS?

Direct inquiries and advertising materials to:

P 703-860-5000

E partner@deca.org



Partners receive a 25% discount on DECA conference advertisements

ATTENDEE EMAILS



GET YOUR MESSAGE DIRECTLY TO THE INBOXES OF CONFERENCE ATTENDEES

Sponsor daily attendee emails and share a banner image for a succinct and highly-visual message.

- Reach highly-engaged, motivated DECA members and educators who are attending the conference.
- Reinforce and promote your participation in ICDC with specific calls to action.

\$500

INCLUDES ONE EMAIL

NAB partners receive a 25% discount

ATTENDEE EMAILS

ATTENDEE EMAIL BLAST

Advertise: \$500

Sponsor a daily email blast and share a banner image for a succinct and highly-visual message. Your image will link to your provided URL.

- Advertisement featured in one (1) email
- Space is limited each day and advertisements are accepted on a first-come basis.
- Banner images must be (1200 x 350 pixels, 72 PPI, .jpg or .png file).

RESERVATION DEADLINE

April 4, 2025

QUESTIONS?

Direct inquiries and advertising materials to:

P 703-860-5000

E partner@deca.org



Partners receive a 25% discount on DECA conference advertisements

SPONSOR

SPONSOR PACKAGES

EXECUTIVE SPONSOR

Investment: \$15,000

- Competitive Event Sponsorship
- One \$1,000 scholarship
- 10x10 exhibit booth
- Full page advertisement in conference program
- Mobile app enhanced profile
- Mobile app banner advertisement
- Three daily emails
- One Emerging Leader Series Presentation
- Two Beverage Breaks
- Three invitations for senior level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

PREMIER SPONSOR

Investment: \$10,000

- Competitive Event Sponsorship
- Two \$1,000 scholarships
- 10x10 exhibit booth
- Full page advertisement in conference program
- Mobile app banner advertisement
- Partial volunteer/judge meal function
- Three invitations for senior level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

BUSINESS SPONSOR

Investment: \$7,500

- Competitive Event Sponsorship
- 10x10 exhibit booth
- Full page advertisement in conference program
- Mobile app banner advertisement
- Mobile app enhanced profile
- Two invitations for senior level representatives to participate in the Executive Mentor Program
- Opportunity for personnel to judge student competitions

MEAL FUNCTIONS



SHARE YOUR MESSAGE WITH A CAPTIVE AUDIENCE

Be the premier sponsor of a meal function or refreshment break during the conference.

- Share a postcard or flyer with all attendees (meal function) or place flyers at the refreshment station.
- Provide a brief greeting and announcement during the meal function.
- Promote your company's brand with your logo on the agenda of the meal function.

\$7,500-\$25,000
MEAL FUNCTIONS
(BASED ON ACTUAL COST)

\$1,000
BEVERAGE STATION

SPONSOR MEAL OPPORTUNITIES

SOLD

CHARTERED ASSOCIATION ADVISOR DINNER

(1) Exclusive Sponsor: \$7,500

Meet and greet 75 DECA chartered association advisors during their exclusive welcome dinner.

- Two-minute speaking opportunity at the dinner.
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table.

SOLD

LEADERSHIP LUNCHEON

(1) Exclusive Sponsor: \$25,000

Honoring our chartered association officers and advisors, this exclusive event is the perfect avenue for promoting your brand to over 400 top DECA student leaders and advisors.

- Meet and greet DECA's chartered association student leaders.
- Three to five-minute speaking opportunity at the luncheon.
- Opportunity to place promotional materials (flyer, postcard or gift) at each seat/table.
- Mobile app banner advertisement

BEVERAGE BREAKS

(12) Sponsors: \$1,000 each

Provide morning or afternoon refreshments to a variety of key audiences including high school teacher-advisors, exhibitors or volunteer judges.

- Opportunity to place promotional materials (flyer or postcard) at break station.
- Signage by break station

VOLUNTEER JUDGE BREAKFASTS/LUNCHESES

(8) Sponsors: \$2,500 each

Help thank Orlando professionals for serving as volunteer judges in DECA's competitive events program.

- Opportunity to place promotional materials (flyer, postcard or gift) at meal/refreshment stations.

ATTENDEE EXPERIENCES

PUT YOUR BRAND IN THE SPOTLIGHT DURING A UNIQUE ATTENDEE EXPERIENCE

Become the exclusive sponsor of a conference attendee experience and place your brand in the middle of the action.

- From content delivery to hosting unique member and educator experiences, numerous opportunities exist to feature your brand during the conference.



COST VARIES
CONTACT US TO LEARN MORE

SPONSOR EXPERIENCE OPPORTUNITIES

EMERGING LEADER SERIES PRESENTATION

(5) Sponsors: \$5,000

DECA's Emerging Leader Series is designed to empower DECA members to provide effective leadership through goal setting, consensus building and project implementation. Select from five different academies:

Aspire: Graduating Seniors (450 students)

Elevate: Chapter Leaders (485 students)

Empower: Association Leaders (200 students)

Ignite: General Members (585 students)

Thrive: Chapters (1,150 students)

- Opportunity to present a 45-minute workshop. (Collaborate with DECA's Program Team to identify a relevant topic.)
- Opportunity to place promotional materials (flyer or postcard) at each table.

SOLD ADVISOR LOUNGE

(1) Exclusive Sponsor: \$10,000

Connect with Advisors in an Advisor-only lounge.

- Sponsor can select 40'x40' booth on exhibit show floor or private room based on availability.
- Limited furniture and electricity included
- Opportunity to display collateral and/or provide small gifts.
- Opportunity to provide refreshments at sponsor's expense.

EXECUTIVE MENTOR PROGRAM

(1) Exclusive Sponsor: \$15,000

450 students and 60 high-profile executives engage in round-table discussions.

- Two-minute speaking opportunity at event.
- Signage by break stations for volunteer mentors.
- Opportunity to invite three senior level executives to participate as a mentor.
- Co-branded gift for volunteer mentors
- Opportunity to place promotional materials (flyer or postcard) at each table.

SCHOOL-BASED ENTERPRISE ACADEMY PRESENTATION

(2) Sponsors: \$5,000

Present to 575-625 School-based Enterprise student managers as they engage in professional development sessions.

- Opportunity to present a 45-minute workshop. (Collaborate with DECA's Program Team to identify a relevant topic.)
- Opportunity to place promotional materials (flyer or postcard) at each table.
- Opportunity to provide volunteer judges to evaluate student presentations.

COMPETITIVE EVENTS



PROMOTE CAREER READINESS THROUGH DECA'S FLAGSHIP PROGRAM

Motivate DECA members to learn valuable 21st Century Skills as well as industry-validated knowledge and skills necessary for career success.

- Your company name or logo will appear in the ICDC registration guide, ICDC program, ICDC mobile app, ICDC on-site signage, ICDC general sessions and more.
- Join and recognize top performers on stage during the ICDC Grand Awards Session with a trophy featuring your company name, as well as with cash awards. Photographs will be taken with top performers.
- Provide volunteer judges to evaluate competitors.

\$2,500
PER COMPETITIVE EVENT

HIGH SCHOOL COMPETITIVE EVENTS



BUSINESS MANAGEMENT + ADMINISTRATION

- Business Law and Ethics Team Decision Making
- Business Services Operations Research
- Business Solutions Project
- Career Development Project
- Community Awareness Project
- Community Giving Project
- Financial Literacy Project
- Human Resources Management Series
- Principles of Business Management and Administration
- Sales Project



ENTREPRENEURSHIP

- Business Growth Plan
- Entrepreneurship Series
- Entrepreneurship Team Decision Making
- Franchise Business Plan
- Independent Business Plan
- Innovation Plan
- International Business Plan
- Principles of Entrepreneurship
- Start-up Business Plan
- Virtual Business Challenge - Entrepreneurship



FINANCE

- Accounting Applications Series
- Business Finance Series
- Finance Operations Research
- Financial Consulting
- Financial Services Team Decision Making
- Principles of Finance
- Stock Market Game
- Virtual Business Challenge - Accounting



HOSPITALITY

- Hospitality Services Team Decision Making
- Hospitality and Tourism Operations Research
- Hospitality and Tourism Professional Selling
- Hotel and Lodging Management Series
- Principles of Hospitality and Tourism
- Quick Serve Restaurant Management Series
- Restaurant and Food Service Management Series
- Travel and Tourism Team Decision Making
- Virtual Business Challenge - Hotel Management
- Virtual Business Challenge - Restaurant



PERSONAL FINANCIAL LITERACY

- Personal Financial Literacy
- Virtual Business Challenge - Personal Finance



MARKETING

- Apparel and Accessories Marketing Series
- Automotive Services Marketing Series
- Business Services Marketing Series
- Buying and Merchandising Operations Research
- Buying and Merchandising Team Decision Making
- Food Marketing Series
- Integrated Marketing Campaign-Event
- Integrated Marketing Campaign-Product
- Integrated Marketing Campaign-Service
- Marketing Communications Series
- Marketing Management Team Decision Making
- Principles of Marketing
- Professional Selling
- Retail Merchandising Series
- Sports and Entertainment Marketing Operations Research
- Sports and Entertainment Marketing Series
- Sports and Entertainment Marketing Team Decision Making
- Virtual Business Challenge - Fashion
- Virtual Business Challenge - Retail
- Virtual Business Challenge - Sports

Light gray events are no longer available



VOLUNTEER

COMPETITIVE EVENTS JUDGE

INSPIRE EMERGING LEADERS AND ENTREPRENEURS

You'll be so impressed you'll forget they are only in high school. The opportunity is priceless.

- Evaluate high-achieving, business-minded students participating in DECA's Competitive Events Program as they present projects to industry professionals or engage in business simulations.
- If you can't join us in-person in Orlando, evaluate our members' written entries — including strategic plan proposals, business plans and project management plans.

[SIGN UP TO VOLUNTEER](#)

VIRTUAL

APRIL 11-18, 2025
From Your Home/Office

ORLANDO, FL

APRIL 27-29, 2025
Orange County Convention Center

EXECUTIVE MENTOR



SHARE YOUR BUSINESS EXPERTISE

Don't you wish you had a mentor when you were in high school? Now's your chance to share the most important things you learned and wished you would have known with some of the savviest emerging leaders.

- Senior leaders are invited to serve as executive mentors to share your career experiences through interactive, roundtable discussions.

[SIGN UP TO VOLUNTEER](#)

ORLANDO, FL

APRIL 27, 2025

Orange County Convention Center



RESERVE YOUR OPPORTUNITY

partner@deca.org | (703) 860-5000 | www.deca.org

DECA Inc. is committed to creating and maintaining a healthy and respectful environment for all of our emerging leaders and entrepreneurs. Our philosophy is to ensure all members, regardless of race, color, religion, sex, national origin, age, disability, sexual orientation or socio-economic status, are treated equally and respectfully. Any behavior in the form of discrimination, harassment or bullying will not be tolerated. It is the responsibility of all members to uphold and contribute to this climate.