



# OHIO FBLA-PBL

## SPONSORSHIP PROSPECTUS

QUESTIONS?

CONTACT ERIC MCGARVEY: [EMCGARVEY@OHIOFBLA.ORG](mailto:EMCGARVEY@OHIOFBLA.ORG)

# What is OHIO FBLA-PBL



# What is OHIO FBLA-PBL

Future Business Leaders of America – Phi Beta Lambda (FBLA-PBL) is an international nonprofit education association with over 225,000 students preparing for careers in business and business related fields. The national association is based in Reston, VA.

Ohio FBLA-PBL currently hosts over 700 students from the Collegiate, High School, and Middle School Level

Tax Exempt Status: 501(c)3 not-for-profit



# Our Mission

Ohio FBLA-PBL **inspires** and **prepares** students to become community-minded **business leaders** in a global society through relevant career preparation and leadership experiences





# State Leadership Conference

The State Leadership Conference is the pinnacle of the Ohio FBLA-PBL experience. In 2024, over 700 students will compete for the opportunity to represent Ohio on the National Level.

Through a rigorous competitive events, Ohio FBLA is able to prepare students with hands-on business skills such as accounting, marketing, public speaking, leadership, and digital design.



# State Leadership Conference

Join 700+ of FBLA's most engaged students and educators in the heart of Ohio.

The Ohio FBLA-PBL State Leadership Conference will attract students from across 88 counties for a two-day experience packed with leadership development, college preparation, career exploration, and professional development. This dynamic conference provides numerous participation opportunities for your brand that include:

- Employee Engagement and Volunteerism
- College and Career Exhibits
- Interactive Workshop Presentations
- Dynamic, multi-media general sessions

Design your own conference experience this year with high-profile sponsorships, focused engagement opportunities, and coordinated volunteer efforts that connect your organization to student leaders and educators.

## Why Participate?



### ENROLL

top students to your college or university



### RECRUIT

trained employees for your company



### PROMOTE

your products and/or services



### ENGAGE

your associates in community responsibility



# Conference Details

**Dates:** February 22-23, 2024

## **Hotel Information:**

Crowne Plaza Columbus North-Worthington  
6500 Doubletree Ave | Columbus, OH 43229

**Please Note:** Reservations at conference rate can be made by contacting [emcgarvey@ohfbla.org](mailto:emcgarvey@ohfbla.org)

## **TENTATIVE AGENDA**

Thursday, February 22, 2024

8:00am-9:00am

Arrive & Registration Window

9:00am-10:00am

Opening General Session

10:00am-11:00am

Judges Orientation

11:00am-6:30pm

Judging/Exhibiting

4:30pm-5:30pm

VIP Sponsor Reception & Networking

7:00pm-8:30pm

Second Session & Dinner

Friday, February 23, 2024

9:00am – 1:00pm

Awards of Excellence Banquet



# Sponsorship Program





# Sponsorship Tiers

LEVEL	EXCLUSIVE	DESCRIPTION
<b>TITLE SPONSOR</b> <b>\$10,000</b>	YES - 1	Exclusive to one organization per year. Presenting sponsor for the Awards of Excellence Program. Advertised in program booklet (2 pages), website, and social media. + more...
<b>PRESENTING SPONSOR</b> <b>\$7,500</b>	YES - 2	Exclusive to two organizations per year. Presenting sponsor for one of the two general sessions. Advertised in program booklet (1 page), website, and social media. + more...
<b>PRESIDENT TIER</b> <b>\$4,000</b>	NO	Non exclusive tier. Advertised in program booklet (1/2 page), website, and social media. + more...
<b>MEMBER TIER</b> <b>\$1,000</b>	NO	Non exclusive tier. Advertised in program booklet (1/4 page), website, and social media. + more...
<b>FRIEND OF OH FBLA-PBL</b> <b>&lt;\$1,000</b>	NO	Non exclusive tier. Advertised on website and social media. + more...



# Title Sponsor (EXCLUSIVE)

## CONNECTIONS

- **VIP Sponsor Reception:** ability to invite 5 top clients/associates to Ohio FBLA VIP sponsor reception on site at the State Leadership Conference (SLC), held each spring.
- **Speaking Opportunity:** ability to deliver 120 second introduction speech or video at the awards of excellence banquet. *Content to be approved in advance.*
- **Networking Opportunity:** ability to deliver a 5-minute speech at the VIP Sponsor Reception. *Content to be approved in advance.*
- **Conference Attendees:** up to 10 conference badges for clients, prospects, and staff to participate in the conference.
- **Priority Judging:** ability to select competitive event to judge as part of the competitive events program and engage with as many as 30 professional students.

## MARKETING

- **Title Sponsor (Awards of Excellence):** podium recognition by the Executive Director, logo displayed on stage as Title Sponsor, and ability to present 5 awards on stage at the awards of excellence banquet.
- **Title Sponsor Booth:** most visible booth in prominent, high traffic area of the convention center.
- **Signage:** logo on promotional signage displayed throughout the conference center.
- **Social Media:** 4 curated social media posts on all Ohio FBLA social media channels.
- **Website:** logo displayed prominently on ohfbla.org website.

### AVAILABILITY

1 available per event

### INVESTMENT

\$10,000

### YOU GET AN AD IN THE PROGRAM BOOKLET

Full page, (4.25" x 5.5")

### WE NEED YOUR LOGO

Send your vector .eps logo to [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

### ADDITIONAL BENEFITS

- Category exclusivity
- First right of renewal



# Presenting Sponsor (EXCLUSIVE)

## CONNECTIONS

- **VIP Sponsor Reception:** ability to invite 3 top clients/associates to Ohio FBLA VIP sponsor reception on site at the State Leadership Conference (SLC), held each spring.
- **Speaking Opportunity:** ability to deliver 120 second introduction speech or video at one of the 2 general sessions. Content to be approved in advance.
- **Networking Opportunity:** ability to deliver a 120 second speech at the VIP Sponsor Reception. *Content to be approved in advance.*
- **Conference Attendees:** up to 5 conference badges for clients, prospects, and staff to participate in the conference.
- **Priority Judging:** ability to select competitive event to judge as part of the competitive events program and engage with as many as 30 professional students.

## MARKETING

- **Presenting Sponsor (General Session):** podium recognition by the Executive Director, logo displayed on stage as Presenting Sponsor, and ability to present 3 awards on stage at the awards of excellence banquet.
- **Presenting Sponsor Booth:** visible booth in prominent, high traffic area of the convention center.
- **Signage:** logo on promotional signage displayed throughout the conference center.
- **Social Media:** 3 curated social media posts on all Ohio FBLA social media channels.
- **Website:** logo displayed prominently on ohfbla.org website.

### AVAILABILITY

2 available per event

### INVESTMENT

\$7,500

### YOU GET AN AD IN THE PROGRAM BOOKLET

Half page, (4.25" x 2.75")

### WE NEED YOUR LOGO

Send your vector .eps logo to [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

### ADDITIONAL BENEFITS

- Category exclusivity
- First right of renewal



# Other Exclusive Sponsorship Tiers

LEVEL	EXCLUSIVE	DESCRIPTION
<b>BANQUET SPONSOR</b> <b>\$5,000</b>	YES - 1	Equivalent to President Tier and exclusive to one organization per year. Advertisement provided at each banquet table.
<b>LUNCH SPONSOR</b> <b>\$5,000</b>	YES - 1	Equivalent to President Tier and exclusive to one organization per year. Advertisement included in each boxed lunch.
<b>OFFICER SPONSOR</b> <b>\$5,000</b>	YES - 1	Equivalent to President Tier and exclusive to one organization per year. Logo embroidered on officer polo and officer promotions.
<b>LANYARD SPONSOR</b> <b>\$2,000</b>	YES - 1	Equivalent to Member Tier and exclusive to one organization per year. Logo co-branded with Ohio FBLA-PBL on conference lanyards.
<b>PROGRAM SPONSOR</b> <b>\$2,000</b>	YES - 1	Equivalent to Member Tier and exclusive to one organization per year. Program back cover co-branded with Ohio FBLA-PBL.



# President Tier Sponsor

---

## CONNECTIONS

- **VIP Sponsor Reception:** ability to invite 2 top clients/associates to Ohio FBLA VIP sponsor reception on site at the State Leadership Conference (SLC), held each spring.
- **Conference Attendees:** up to 3 conference badges for clients, prospects, and staff to participate in the conference.
- **Priority Judging:** ability to select competitive event to judge as part of the competitive events program and engage with as many as 30 professional students.

## MARKETING

- **President Tier Sponsor (Awards of Excellence):** ability to present 2 awards on stage at the awards of excellence banquet and logo displayed on screen.
- **President Tier Sponsor Booth:** booth in prominent, high traffic area of the convention center.
- **Signage:** logo on promotional signage displayed throughout the conference center.
- **Social Media:** 2 curated social media posts on all Ohio FBLA social media channels.
- **Website:** logo displayed prominently on ohfbla.org website.

### AVAILABILITY

10+ available per event

### INVESTMENT

\$4,000

### YOU GET AN AD IN THE PROGRAM BOOKLET

Quarter page, (2.125" x 2.75")

### WE NEED YOUR LOGO

Send your vector .eps logo to [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

### ADDITIONAL BENEFITS

- First right of renewal



# Member Tier Sponsor

## CONNECTIONS

- **VIP Sponsor Reception:** ability to invite 1 top clients/associates to Ohio FBLA VIP sponsor reception on site at the State Leadership Conference (SLC), held each spring.
- **Conference Attendees:** up to 2 conference badges for clients, prospects, and staff to participate in the conference.
- **Priority Judging:** ability to select competitive event to judge as part of the competitive events program and engage with as many as 30 professional students.

## MARKETING

- **Member Tier Sponsor (Awards of Excellence):** ability to present 1 awards on stage at the awards of excellence banquet and logo displayed on screen.
- **President Tier Sponsor Booth:** booth in prominent, high traffic area of the convention center.
- **Signage:** logo on promotional signage displayed throughout the conference center.
- **Social Media:** 1 curated social media posts on all Ohio FBLA social media channels.
- **Website:** logo displayed prominently on ohfbla.org website.

### AVAILABILITY

10+ available per event

### INVESTMENT

\$1,000

### YOU GET AN AD IN THE PROGRAM BOOKLET

Quarter page, (2.125" x 2.75")

### WE NEED YOUR LOGO

Send your vector .eps logo to [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

### ADDITIONAL BENEFITS

- First right of renewal



# Friend of Ohio FBLA-PBL

---

## CONNECTIONS

- **Conference Attendees:** up to 1 conference badges for clients, prospects, and staff to participate in the conference.
- **Priority Judging:** ability to select competitive event to judge as part of the competitive events program and engage with as many as 30 professional students.

## MARKETING

- **Website:** logo displayed prominently on ohfbla.org website.

### AVAILABILITY

unlimited

### INVESTMENT

<\$1,000

### WE NEED YOUR LOGO

Send your vector .eps logo to [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

### ADDITIONAL BENEFITS

- First right of renewal



# Exhibitor/College Fair Prospectus





# Exhibit at the Conference

You won't find a more professional or driven group of enthusiastic students and connected educators anywhere other than an FBLA conference. Meet our members face-to-face in the exhibit hall and enhance your network of professional clients and future business leaders.

EXHIBIT BOOTH RATES	DESCRIPTION
<b>VENDOR BOOTH</b> <b>\$300</b>	Includes standard exhibit table, 2 conference badges, and 2 tickets to the VIP Sponsor Reception.
<b>COLLEGE FAIR</b> <b>\$300</b>	Includes standard exhibit table, 2 conference badges, and 2 tickets to the VIP Sponsor Reception.

## EXHIBIT SET-UP

Thursday, February 23rd  
8:00am-9:00am

## EXHIBIT HOURS

Thursday, February 23rd 2022  
9:00am-6:00pm

## WE NEED YOUR LOGO

Send your vector .eps logo to  
[emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

**Reserve your  
space:**

Contact Eric McGarvey at  
[emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)



# Frequently Asked Questions



# FAQ

---

## **How can I be a sponsor?**

- Complete the sponsor prospectus, available on [ohiofbla.org](http://ohiofbla.org) or contact Executive Director, Eric McGarvey at [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

## **What if my business would only like to be an exhibitor at the conference?**

- Fill out our exhibitor form, available on [ohiofbla.org](http://ohiofbla.org) or contact Executive Director, Eric McGarvey at [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

## **What if my business would only like to Do I have to physically attend the conference in order to sponsor?**

- While Ohio FBLA does not require your presence at the conference, depending on the sponsorship level or options your presence is highly encouraged to receive the full experience and fully engage with members.

## **I would like to stay overnight during the State Leadership Conference to participate both days.**

- Please contact Executive Director, Eric McGarvey at [emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org) for details on on-site accommodations. Housing accommodations to be paid by the sponsor.



# Questions?

---

We are happy to answer any questions you have about the information in this packet, please use the contact info below:

**Eric McGarvey**, Executive Director

(828) 280 – 1161

[emcgarvey@ohiofbla.org](mailto:emcgarvey@ohiofbla.org)

**Melissa Stone**, Programs Coordinator

(216) 577-2832

[mstone@ohiofbla.org](mailto:mstone@ohiofbla.org)

