

EXHIBITING GUIDE

FCCLA[®]



Family, Career and Community Leaders of America, Inc. (FCCLA) is a nonprofit national Career and Technical Student Organization for students in Family and Consumer Sciences education in public and private schools through grade 12. FCCLA, the Ultimate Leadership Experience, has a membership of over 236,000 members nationally, and over 6,000 members in Indiana.

Indiana FCCLA offers members technical training, internships, real world skills, and industry credentials in career pathways relating to human services, hospitality and tourism, education and training, and visual arts and design.

WHO WE REACH

 **6,000+**
MEMBERS IN INDIANA

 **230+**
ADVISERS IN INDIANA

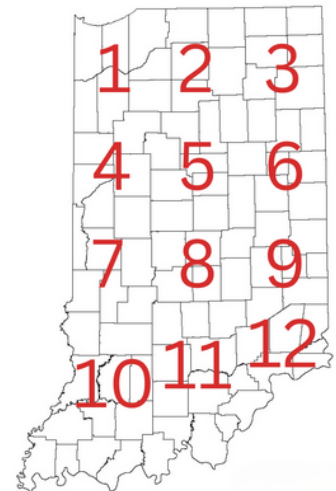
 **1,000,000**
COMMUNITY MEMBERS REACHED THROUGH COMPETITIVE EVENTS

 **1,000**
2024 STATE LEADERSHIP CONFERENCE EXPECTED ATTENDANCE

WHERE WE REACH

FCCLA REACHES ALL PARTS OF INDIANA:

- Indiana has 12 districts
- There are FCCLA Chapters in all 12 Districts
- FCCLA impacts communities all over the state of Indiana



FCCLA EMPOWERS STUDENTS TO:

- Balance career and family responsibilities
- Develop leadership skills
- Practice STEM skills
- Build technical skills in Family and Consumer Sciences related careers

SOCIAL MEDIA

 **1,300+**
FACEBOOK FANS

 **1,200+**
INSTAGRAM FOLLOWERS

FCCLA MEMBERS' CAREER INTERESTS:

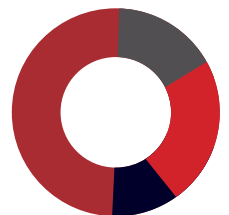
- Culinary
- Early Childhood Center Director
- Event Planner
- Family and Consumer Sciences Educator
- Fashion Designer
- Interior Designer
- Nutritionist
- Social Worker

GENDER
78% 22%
FEMALE MALE



GPA*
88%
MAINTAIN A 3.0 TO 4.0 AND ABOVE

COMMUNITIES:
55% 16%
RURAL SUBURBAN
18% 11%
URBAN UNKNOWN



*Data from 2023 My College Options, FCCLA research study



STATE LEADERSHIP CONFERENCE

| Muncie, IN | Feb 29 - March 2, 2024

Ignite your brand and make a lasting impression at the Indiana FCCLA State Leadership Conference (SLC) in Muncie, Indiana! As an exhibitor, you will have the unparalleled opportunity to engage with over 1,000 passionate FCCLA Members and Advisers from across Indiana. Showcase your brand amidst a sea of red, captivate attendees, and connect with youth leaders. Elevate your brand's presence, forge valuable partnerships, and position yourself as a trusted resource within the education community. You do not want to miss out on this extraordinary platform to maximize visibility, expand your network, and leave a lasting impact at the largest Indiana FCCLA event of the year.

Conference Location:

Horizon Convention Center
401 S. High Street
Muncie, Indiana 47305

EXPO Date:

March 1

Registration Deadlines:

February 15, 2024

Available Discounts:

A single \$100 discount will be applied to your invoice if you are a non-profit or government exhibitor. The invoice will be adjusted after it is submitted.

Online Registration:

Register directly online by visiting:

<https://registermychapter.com/fccla/in-sponsors>

Directions:

Click on the Register My Chapter Link - <https://registermychapter.com/fccla/in-sponsors/SchoolInfo.asp?T=A>

Complete the Adviser Name with the name of your organization's contact.

Complete the Chapter Name with the name of your company/organization.

You only need to fill in the items with an *****

PRESENTATION OPPORTUNITIES:

Register directly online by visiting:

https://docs.google.com/forms/d/e/1FAIpQLSc1TgZhNxQYc29bNJ0CQZVBIS9zPOJDg7845s1JbkffDTDacg/viewform?usp=sf_link



State Leadership Conference *Packages and Rates	Gold \$1000	Silver \$500	Bronze \$250	Red Rose \$150
Exhibit Tables	2	1	1	0
Exhibitor Representative	3	2	2	0
Custom Newsletter Promotional Piece	1	0	0	0
Youth Session	1	1	0	0
Recognition	Logo in Program Logo on Screen in Opening	Logo in Program Logo on Screen in Opening	Logo in Program Logo on Screen in Opening	Named during awards ceremony
STAR Event Sponsorship	2	1	0	1

**Nonprofits receive a \$100.00 discount*

State Leadership Conference exhibiting packages do not include labor, shipping charges, electricity, internet services, or material handling. Custom Packages can be created to include the below sponsorships.



STAR EVENTS SPONSORSHIPS >>

STAR Events are competitions related to careers, leadership, and family and consumer sciences knowledge. Students from all over Indiana compete in STAR events and have a significant impact on the local communities through their service and leadership. Your sponsorship will help provide the following:

- State STAR Event competitions
- Medals and Awards
- Support for students going on to compete at National FCCLA



EVENTS >>

IMPACT STUDENTS >>



RED ROSE SPONSOR \$150 FCCLA STAR EVENT

- Baking and Pastry
- Career Investigation
- Chapter in Review Display & Portfolio
- Chapter Service Project Display & Portfolio
- Early Childhood Education
- Entrepreneurship
- Event Management
- Fashion Construction
- Fashion Design
- Focus on Children
- Food Innovations
- Hospitality, Tourism and Recreation
- Interior Design
- Interpersonal Communications

- Job Interview
- Leadership
- National Programs In Action
- Nutrition and Wellness
- Parliamentary Procedure
- Professional Presentation
- Promote and Publicize FCCLA
- Public Policy Advocate
- Repurpose and Redesign
- Say Yes to FCS Education
- Sports Nutrition
- Sustainability Challenge
- Teach or Train
- Teaching Strategies

Register Here: [Red Rose STAR Event Sponsor](#)



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Make a lasting impression on FCCLA Members, Advisers, and Supporters by sponsoring important parts of the Statal Leadership Conference. Your generous sponsorship will contribute to creating an unforgettable experience for youth members and adults attending the conference. Sponsorships of \$1,200 or more will receive one (1) complimentary table at the FCCLA Exhibits.

STUDENT SPECIAL EVENT - \$4,000

All attendees are able to attend the student special event. Your company would have a two-hour window to be the only sponsor interacting with students. The event is the highlight of the student experience. This is a great marketing opportunity to connect with students in a fun relaxed atmosphere.

CONFERENCE T-SHIRTS - \$3,000

All attendees will receive a conference t-shirt. These shirts would have the sponsors logo on the back. T-shirts have a huge impact as students wear them at the event but also for months after at other FCCLA events in their communities. This is one of the most visible marketing opportunities.

ATTENDEE LANYARDS - \$2,000

All attendees will wear their badge lanyards throughout the conference, making this one of the most visible marketing opportunities. In-kind donations welcome.

ADVISER RECEPTION - \$1,500

This private, invitation-only event offers your company the opportunity to network with advisers in an intimate setting to share ideas and connect with teachers. Company name will be included on all event signage.

COFFEE BREAK SPONSORSHIP - \$1,200

Be the main sponsor for all conference coffee breaks. This allows you to reach advisers, judges, and industry professionals attending the conference. Breaks include: Judges Coffee on February 29 and March 1 and ProStart Judges Coffee on March 1. Signage at all coffee stations with your company logo and brand.





INDIANA PROSTART INVITATIONAL

| MUNCIE, IN | March 1, 2024

Indiana FCCLA has a unique partnership with Indiana ProStart. ProStart is the premier two-year career and technical education program that focuses on teaching culinary arts and restaurant management skills. Students from ProStart compete in two rigorous competitions: Culinary Arts where students develop a three-course menu and prepare onsite or Management where students form a business plan for a restaurant concept. Reach both groups of students and teachers at one event and see students in action at the ProStart Invitational.

Sponsorship Opportunities: Includes exhibit table

COMPETITION AND CULINARY SPONSOR - \$1,000

Highlight your company as the key sponsor for the culinary portion of our state leadership conference. Reach the elite future of the culinary and hospitality industry. This is a great marketing opportunity to connect with students and the future of the industry. Sponsorship includes a logo on the back of the ProStart t-shirts and at the awards ceremony along with signage for the event.

T-SHIRT - \$300

Highlight your company on the apparel received by all ProStart students. Students will wear your shirts at the event and at home in their community to events. Great opportunity for brand recognition with a targeted group of students.





FAMILY, CAREER AND COMMUNITY LEADERS OF AMERICA

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