

Utah Family, Career, and Community Leaders of America



April 17, 2015

Business Name

Contact Name

Address

City, State Zip

Dear Contact Name,

Family, Career and Community Leaders of America (FCCLA) is a nonprofit national Career and Technical Student Organization for young men and women in Family and Consumer Sciences Education in public and private schools through grade 12. FCCLA has more than 220,000 members and more than 7,000 advisers from 50 state associations and the District of Columbia, Puerto Rico, and the Virgin Islands. The organization has involved more than 10 million youth since its founding in 1945. FCCLA is unique among youth organizations because its programs are planned and run by members. It is the only Career and Technical in-school Student Organization with the family as its central focus. Participation in national programs and chapter activities helps members become strong leaders in their families, careers, and communities. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life-planning, goal setting, problem solving, decision making, and interpersonal communication necessary in the home and workplace.

We would like to ask that you consider becoming one of our 2015-2016 Sponsors. As a sponsor you will receive positive media attention and an opportunity to be involved in our FCCLA State Conference held in March of 2016. .

We have included a sponsorship fact sheet for your review. If you are interested in becoming a sponsor of FCCLA and our future leaders, please do not hesitate to contact us. In addition, I will follow up via phone within a week or two to see if you have any questions that I can answer about the proposal or our organization. Thank you in advance for taking the time to review our sponsorship proposal package.

Sincerely,

Officers Name

Officers Title

Contact Information

Find out more about us on the web.... www.fccla.com / www.utahfccla.org

Utah FCCLA

SPONSORSHIP OPPORTUNITIES

To promote personal growth and leadership development through Family and Consumer Sciences Education. Focusing on the multiple roles of family member, wage earner and community leader, members develop skills for life through: character development, creative and critical thinking, interpersonal communication, practical knowledge, and career preparation.



FCCLA.....What's it all about?



Family, Career and Community Leaders of America (FCCLA) is a nonprofit national Career and Technical Student Organization for young men and women in Family and Consumer Sciences Education in public and private schools through grade 12.

FCCLA has more than 220,000 members and more than 7,000 advisers from 50 state associations and the District of Columbia, Puerto Rico, and the Virgin Islands. The organization has involved more than 10 million youth since its founding in 1945.

FCCLA is unique among youth organizations because its programs are planned and run by members. It is the only Career and Technical in-school Student Organization with the family as its central focus. Participation in national programs and chapter activities helps members become strong leaders in their families, careers, and communities.

Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life-planning, goal setting, problem solving, decision making, and interpersonal communication necessary in the home and workplace.



COMPETITIVE EVENTS

SPONSORSHIP OPPORTUNITIES

Utah FCCLA State Conference

Utah FCCLA State Conference is held every spring. Highlights include: new state officer elections, state STAR Events competitions, presentation of awards and scholarships, and a look back at the year in review. Chapters also have the opportunity to showcase their projects during the “Spotlight on Projects” walkthrough.

STAR Event Competitions

STAR Events are National FCCLA competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. Utah FCCLA members have the opportunity to compete in STAR Events on the area, state, and national level. 1st and 2nd place winners in each event qualify to compete at the National Leadership Conference in San Antonio, Texas in July 2014. Participants will pay for the majority of their expenses. Sponsorship is greatly encouraged to enable students to have this opportunity to compete at the National level.

STAR Event descriptions and manual are available at www.fcclainc.org.

Advocacy	Fashion Construction	National Programs in Action
Applied Math for Culinary Management	Fashion Design	Nutrition & Wellness
Career Investigation	Focus on Children	Parliamentary Procedure
Chapter Service Project Display	Food Innovations	Promote & Publicize FCCLA
Chapter Service Project Portfolio	Hospitality, Tourism, & Recreation	Recycle & Redesign
Chapter in Review Display	Illustrated Talk	Sports Nutrition
Chapter in Review Manual	Interior Design	Teach and Train
Culinary Arts	Interpersonal Communications	The Ultimate Leadership Experience
Early Childhood Education	Job Interview	FCCLA Chapter Website (online)
Entrepreneurship	Leadership	No Kid Hungry (online)
Environmental Ambassador	Life Event Planning	Virtual Poster (online)

STATE CONFERENCE SPONSORSHIP FORM

I would like to help Utah FCCLA!

Name

Company/Business/Organization

Address

City, State, Zip

Phone Number

Email Address

State Convention Sponsorship

_____ \$50-\$299 State Convention Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program

_____ \$300-\$699 State Convention Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- ¼ Page Advertisement In Conference Program
- Logo Printed on Participants Shirts
- Distribution of marketing materials, coupon, etc. in participants packets
- Banner Displayed in Ballroom or Registration Area

_____ \$700-\$999 State Convention Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- ½ Page Advertisement In Conference Program
- Logo Printed On Participant T-Shirts
- Distribution of marketing materials, coupon, etc. in participants packets
- Banner Displayed in Ballroom or Registration Area

_____ \$1,000+ State Convention Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- Full Page Advertisement In Conference Program
- Logo Printed on Participant Shirts
- Distribution of marketing materials, coupon, etc. in participants packets
- Banner Displayed in Ballroom or Registration Area
- Sponsorship Plaque

Please send form and payment
Utah FCCLA

106 East 300 North, Brigham City, UT 84302
Please make checks available to: Utah FCCLA

OR

Go to www.utahfccla.org
to process by credit card

STAR EVENT SPONSORSHIP FORM

I would like to help Utah FCCLA!

Name

Company/Business/Organization

Address

City, State, Zip

Phone Number

Email Address

STAR Event Competitions Sponsorship

Specify which STAR Event(s) to sponsor if applicable _____

_____ \$50-\$299 STAR Events Competition Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program

_____ \$300-\$699 STAR Events Competition Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- Banner In Star Event Area

_____ \$700-\$999 STAR Events Competition Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- 1/2 Page Advertisement In Conference Program
- Banner Displayed in Star Event Area
- Distribution of marketing materials, coupon, etc. at the Star Event Check In

_____ \$1,000+ STAR Events Competition Fund

- Recognition at the State Conference over the PA
- Logo Printed In Conference Program
- Full Page Advertisement In Conference Program
- Banner Displayed in Star Event Area
- Distribution of marketing materials, coupon, etc. at the Star Event Check In
- Logo Printed on Participant Shirts
- Sponsorship Plaque

Please send form and payment
Utah FCCLA

106 East 300 North, Brigham City, UT 84302
Please make checks available to: Utah FCCLA

OR

Go to www.utahfccla.org
to process by credit card

June 17, 2015

FCCLA Sponsorship

What comes to mind when you think of sponsors?

Why are sponsorships relevant?

What are you doing to obtain sponsorship now?

Why are you looking for sponsorships?

- Chapter Event
- Officer Training
- Supplies: Food, Office Supplies, Event Supplies, etc.
- Service Project
- Judges
- Speakers
- Volunteers
- _____
- _____

What can you provide to your sponsor for their time, supplies and/or money?

- Recognition at the event
- Logo on Flyer, T-Shirt, Web Site, Facebook Page, etc.
- Time in front of your audience
- Display of Banner at Event
- Exchange for Services – Internships, Child Care Services, etc.
- _____
- _____

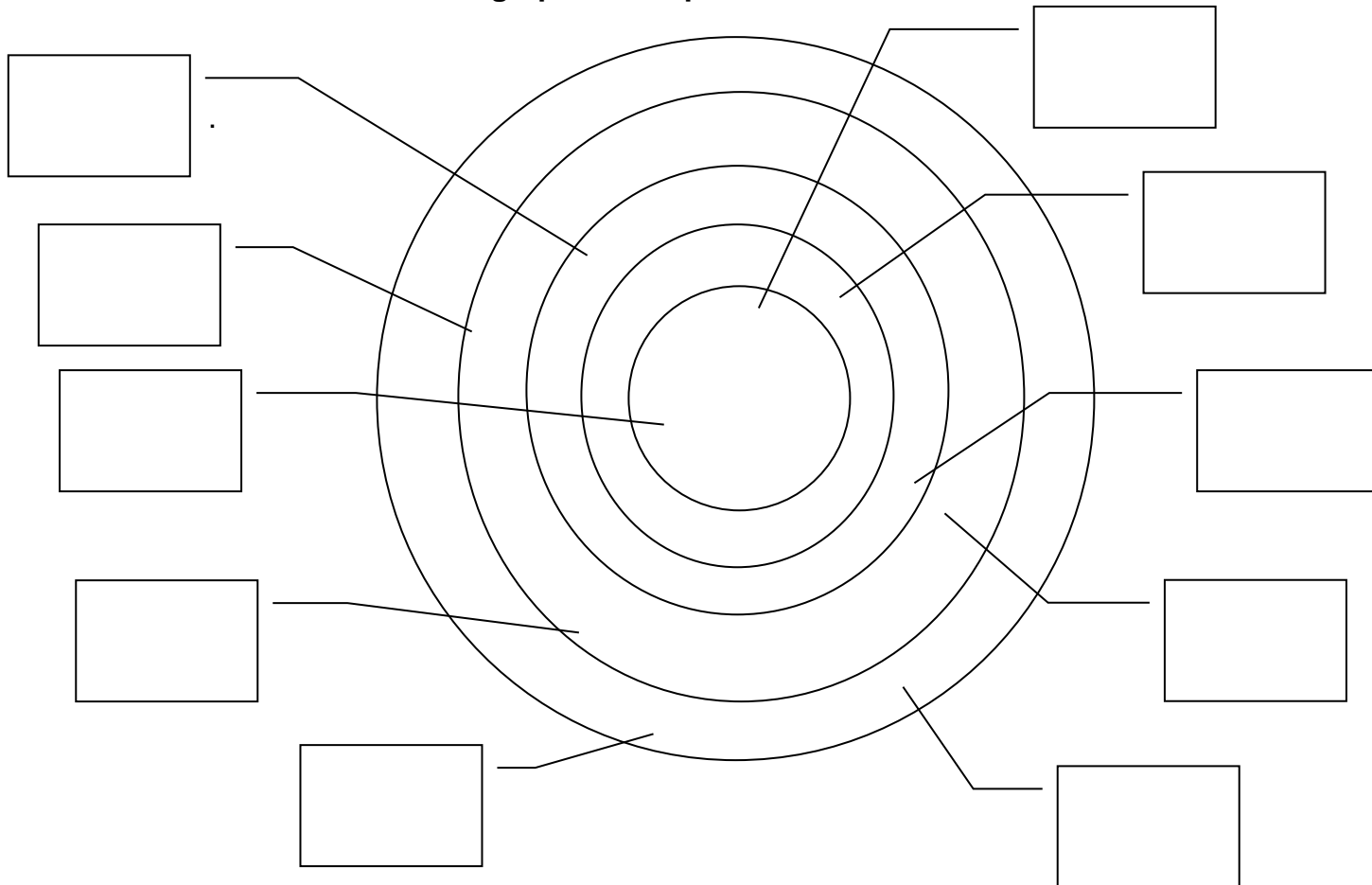


Steps to Obtain Sponsors

- Determine your audience – Unwrapping Your Onion



Finding Sponsorships In Your Own Circles



Finding Sponsors in your Area - A Walk Down Main Street

What are some local businesses on your Main St.?

1. _____
2. _____
3. _____
4. _____
5. _____



- Set sponsorship levels – (e.g., State Sponsorship Packet)
- Make LOTS of phone calls, set appointments and/or send proposal letters

- Make presentation

- Concentrate on the exposure the company will receive for their money, goods, etc.
- Use personal stories and experiences in your presentation to gain an emotional connection.
- Make sure you convey that you value their support.



Business Presentations

Do

Do Not Do

Key things to remember:

Set an agenda for your presentation.

- Tell them what you are going to be covering in the presentation.
- Having a hard time getting started on your script? Start at the end. At the end of a presentation you summarize the most important topics. Pin point those topics and work backwards.

KISS – Keep It Simple Silly

Dress for Success – Wear those powerful red blazers or school sweaters

Pace yourself

Enthusiasm

Smile

Power words

“I think you will agree” → → → “I am certain you will agree”

“ We don’t currently have a strategy for that, but we are currently working on one” → → → “We don’t currently have a strategy on that; however we are currently working on one.”

- Follow Up to close the deal, collect funds, get logos, etc.
 - Calls

- Emails
- Event occurs...follow up for after the event...
- Cultivate your relationships with sponsors
 - Send thank you cards for their time...include pictures of the chapter events, region competition, officers meeting or from State Conference, a program of the event, a treat with a brief description of how things went in the note.
 - Invite them to events to participate, judge or be bystanders.
- Give your sponsors plenty of publicity
- Cultivate your relationships with non-sponsors
 - Invite them to events
 - Ask them to be judges
 - Share happenings in your chapter on their Facebook page that is relevant to their business or would be valued by their patrons. (Do you have a Chapter Facebook page?)

Getting started with sponsorship in your chapter

- Require each officer to make a certain number of business (sponsorship) presentations per school year.
- Have your officers do the “Unwrapping Your Onion” activity at Fall Leadership or at the first of the year preparation to prepare them for the avenues they can take for sponsorship or the activities that you can pair them with so that they have better success in getting their networks to say yes to sponsorship.
- Include a sponsorship unit in every activity you plan at the first of the year. Then you can work together on the business presentation agenda.
 - Have the officers write out a script or an outline of how the presentation will go and role play.
- Have a parent, business representative or advisor accompany your officers to the first business presentation for coaching and to calm some of the first time nerves.
- The earlier in the year you ask for sponsorship the better because some businesses have budget limitations. If they can't donate at that point in time, ask when you can follow back up. When will the company be planning their next year budget?

Questions? Need Documents? Chelsy Judd / chelsyjudd@gmail.com / Cell: 801-450-5689