

2023-2024

PARTNERSHIP GUIDE

MISSOURI FCCLA

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ABOUT MISSOURI FCCLA

Everyone is part of a family. FCCLA is the only student-led organization with the family as its central focus.

Developing Missouri's Next Generation

Family, Career and Community Leaders of America (FCCLA) is a nonprofit national Career and Technical Student Organization (CTSO) for young men and women in Family and Consumer Sciences (FCS) education programs in public and private schools through grade 12. Everyone is part of a family, and FCCLA is the only national CTSO with the family as its central focus. Since 1945, FCCLA members have been making a difference in their families, careers, and communities by addressing important personal, work, and societal issues through Family and Consumer Sciences education.

Missouri Association Family, Career and Community Leaders of America (FCCLA) was chartered in 1946 and has consistently maintained its status as one of the **top ten state associations** within the national organization of more than 46 states, the District of Columbia, the American Virgin Islands, and Puerto Rico.

Today, **more than 8940 student members and more than 350 adult advisers are active in 295 chapters across Missouri.** The work of FCCLA helps students and teachers focus on a variety of youth concerns, including parenting, family relationships, substance abuse, peer pressure, sustainability, nutrition and fitness, teen violence, and career preparation in four specific career pathways. 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.

2023-2024 Missouri FCCLA Themes

Overarching theme: **Leadership Exploration**

Fall Leadership: **Launching Leadership**

State Leadership: **Out of this World**



PARTNER WITH MISSOURI FCCLA

Why partner with Missouri FCCLA?

- Reach over 8900 student members and 350 adult advisers.
- Reach over 4000 conference attendees annually.
- Build a relationship with Missouri's next generation of leaders in the family, community, and workforce.
- Specialized times and locations will ensure foot traffic at conferences and brand recognition in-person and online.
- Take advantage of workshop and exhibition opportunities for youth and adults.
- Partner with a growing organization that makes a lasting impression on youth.
- Promote your business in local communities and across the state of Missouri.
- Expand the knowledge of the goods and services that your brand offers.

Our Conference Impact

Fall Leadership Conference

Tan-Tar-A Resort and Conference Center | Osage Beach, Missouri
Annual | October | 2 days
1000 youth attendees | 200 adult attendees

Legislative Shadowing

Missouri Capitol | Jefferson City, Missouri
Annual | February | 2 days
60 youth attendees (limited attendance, by selection only) | 40 adult attendees
Additional potential exposure to Missouri legislators

State Leadership Conference

Tan-Tar-A Resort and Conference Center | Osage Beach, Missouri
Annual | March | 3 days
1600 youth attendees | 300 adult attendees

National Leadership Conference

Location varies annually | 2024 -- Seattle, Washington
300 Missouri youth attendees | 100 Missouri adult attendees
More than 4000 attendees total

Our Social Impact



SPONSORSHIP OPPORTUNITIES

The leadership opportunities offered within Missouri FCCLA are the pinnacle of the organization for our youth members and leaders. Fall Leadership Conference and State Leadership Conference offer networking opportunities for youth and adults, leadership and college and career readiness workshop sessions, career-aligned competitive events, and the opportunity for members to have a direct impact on the future of the organization through annual elections. Legislative Shadowing provides selected youth members the opportunity to spend a day at the Missouri Capitol Building with a legislator or other state-level elected official, where participants get to see government in action, advocate for Career and Technical Education, and create network connections.

Sponsorship Packages

SHOW-ME | \$5000

- \$1000 in STAR Events sponsorships
- Recognition as a Show-Me Partner on Missouri FCCLA website with logo and branding
- Recognition as a Show-Me Partner on materials with logo and branding for all Missouri FCCLA conferences and receptions
- On-screen recognition as a Show-Me Partner at all state conference general sessions and receptions with logo and branding
- Five (5) minute speaking opportunity at Opening General Session for Fall Leadership Conference and State Leadership Conference
- Two guaranteed 30-minute leadership workshop sessions (may be at Fall Leadership Conference or State Leadership Conference - dependent on scheduling)
- Complimentary premiere Expo booth at Fall Leadership Conference and State Leadership Conference
- Five (5) red jacket sponsorships
- Logo in the footer of Missouri FCCLA letterhead
- Logo on Missouri FCCLA National Leadership Conference t-shirt
- Four (4) custom social media posts on Missouri FCCLA outlets
- Four (4) custom appearances on the Missouri FCCLA In Action newsletter



Sponsorship packages continue on page 5.

Sponsorship Packages (continued)

STAR | \$3000

- \$750 in STAR Events sponsorships
- Recognition as a Star Partner on Missouri FCCLA website with logo and branding
- Recognition as a Star Partner on materials with logo and branding for all Missouri FCCLA conferences and receptions
- On-screen recognition as a Star Partner at all state conference general sessions and receptions with logo and branding
- Three (3) minute speaking opportunity at Business & Recognition Session at State Leadership Conference
- One guaranteed 30-minute leadership workshop sessions (may be at Fall Leadership Conference or State Leadership Conference - dependent on scheduling)
- Complimentary premiere Expo booth at Fall Leadership Conference and State Leadership Conference
- Three (3) red jacket sponsorships
- Logo on Missouri FCCLA National Leadership Conference t-shirt
- Two (2) custom social media posts on Missouri FCCLA outlets
- Two (2) custom appearances on the Missouri FCCLA In Action newsletter



ROSE | \$1500

- \$500 in STAR Events sponsorships
- Recognition as a Rose Partner on Missouri FCCLA website with logo and branding
- Recognition as a Rose Partner on materials with logo and branding for all Missouri FCCLA conferences and receptions
- On-screen recognition as a Platinum Partner at all state conference general sessions and receptions with logo and branding
- Complimentary standard Expo booth at Fall Leadership Conference and State Leadership Conference
- Logo on Missouri FCCLA National Leadership Conference t-shirt
- Two (2) custom appearances on the Missouri FCCLA In Action newsletter



RED | \$750

- \$250 in STAR Events sponsorships
- Recognition as a Red Partner on Missouri FCCLA website with logo
- Recognition as a Red Partner on materials with logo for all Missouri FCCLA conferences and receptions
- On-screen recognition as a Red Partner at all state conference general sessions and receptions with logo
- Complimentary standard Expo booth at Fall Leadership Conference and State Leadership Conference
- Logo on Missouri FCCLA National Leadership Conference t-shirt
- Two (2) custom appearances on the Missouri FCCLA In Action newsletter



A la Carte Sponsorship Opportunities

LEGISLATIVE SHADOWING | \$500

- Recognition as a sponsor on the Legislative Shadowing page of the Missouri FCCLA website with logo
- Recognition as a sponsor on Legislative Shadowing materials with logo
- On-screen recognition as a sponsor at Legislative Shadowing welcome and wrap-up receptions
- Five (5) minute speaking opportunity at the Legislative Shadowing welcome or wrap-up reception
- Logo in the footer of Missouri FCCLA letterhead used to communicate with legislators and participants
- Four (4) custom appearances on the Missouri FCCLA In Action newsletter (two before Legislative Shadowing and two after Legislative Shadowing)

CONFERENCE EXPO | \$300 PREMIUM | \$200 STANDARD

The Conference Expo provides colleges and universities, military partners, business and industry, and fundraising partners the opportunity to engage and interact with all conference attendees.

The Conference Expo is a hub for conference attendees. Located in a central location at the conference center, the Expo contains all exhibitors, student activities and lounge space to maximize and drive student engagement. Some partnership levels include complimentary exhibit space.

Premium Expo Booth: \$300 per conference

- 2 tables + 4 chairs
- Maximum traffic placement
- Logo in conference program

Standard Expo Booth: \$200 per conference

- 1 table + 2 chairs
- Standard traffic placement
- Name in conference program

STAR EVENTS SPONSOR | \$250 PER EVENT

Contribute to the success of the career-aligned competitive events youth members participate in at State Leadership Conference. Choose from more than thirty (30) events.

- Recognition as sponsor with logo on the STAR Events page of the Missouri FCCLA website
- On-screen recognition as an event sponsor with logo through the duration of event recognition
- \$100 of sponsorship is presented to state event winner for use toward national competition expenses
- Name included on event certificates and award communications
- Present event winner with trophy and \$100 scholarship toward national competition

A la carte sponsorship opportunities continue on page 7.

CONFERENCE ATTENDEE GIFT | CHOICE BUDGET

REACH: AVERAGE 1500 PER CONFERENCE

Customize a souvenir for Fall Leadership Conference and/or State Leadership Conference attendees with your logo and sponsor information. Collaborate with Missouri FCCLA staff to design the best souvenir for the project budget.

ADVISER GIFT | CHOICE BUDGET

REACH: AVERAGE 400 PER CONFERENCE

Recognize FCCLA Advisers for the work they have put into making opportunities available to students possible with a gift for all attending advisers. Collaborate with Missouri FCCLA staff to design the best gift for the project budget.

VOLUNTEER GIFT | CHOICE BUDGET

REACH: AVERAGE 100 PER CONFERENCE

Missouri FCCLA conferences and events cannot happen without our volunteers. Sponsor a special gift for those that put hard work into our conferences without expectation for anything in return. Collaborate with Missouri FCCLA staff to design the best gift for the project budget.

CONFERENCE LANYARDS | \$1500

REACH: AVERAGE 1500 PER CONFERENCE

Sponsor the cobranded Fall Leadership Conference or State Leadership Conference attendee lanyard to have your logo around the necks of more than conference attendees. Branding is subject to approval and is cobranded with Missouri FCCLA logo.

CONFERENCE BADGES | \$1500

REACH: AVERAGE 1500 PER CONFERENCE

Sponsor the cobranded Fall Leadership Conference or State Leadership Conference attendee name badge to have your logo around the necks of more than conference attendees. Branding is subject to approval and is cobranded with Missouri FCCLA logo.

SEC/SECA FAMILY DINNER | \$750

The Missouri FCCLA State Executive Council (SEC) and State Executive Council Advisers (SECA) are vital to the success of the organization as a whole. Sponsor a family dinner for the State Executive Council team during any of the three planning meetings or two conferences throughout their term.

SCHOLARSHIP OPPORTUNITIES

Scholarship funding opportunities give our Missouri FCCLA partners the opportunity to support members in taking advantage of the leadership, competitive events, travel, educational, and character development advantages afforded to them through participation in the organization.

RED JACKET SCHOLARSHIP | \$200

FCCLA official dress includes a signature FCCLA red jacket blazer, black pants, skirt or dress, white oxford shirt, signature FCCLA tie, and black dress shoes. The Red Jacket Scholarship provides the FCCLA official dress uniform to one student. Scholarship sponsors can specify the student to which they'd like to award the scholarship, or can choose to award the scholarship to a student that has applied through Missouri FCCLA.

NATIONAL LEADERSHIP CONFERENCE SCHOLARSHIP | \$2000

The FCCLA National Leadership Conference allows students from all over the nation to come together for one week in the summer for networking, leadership workshops and trainings, career-focused experiences, and the highest level of competitive events. The 2024 National Leadership Conference will be in Seattle, Washington. The National Leadership Conference Scholarship fully funds one member's experience at NLC in Seattle, including conference registration, transportation to and from Seattle plus local transportation as needed while in Seattle, lodging, all meals, and \$50 credit at the FCCLA Store. Scholarship sponsors can specify the student to which they'd like to award the scholarship, or can choose to award the scholarship to a student that has applied through Missouri FCCLA.

POST-SECONDARY EDUCATION SCHOLARSHIP | CHOICE CONTRIBUTION

Help an outstanding FCCLA member continue his or her education beyond high school. With a Post-Secondary Education Scholarship contribution, the sponsor will work with Missouri FCCLA staff to set the eligibility and award guidelines on the scholarship to be named by the contributor.

LET'S PARTNER!

When you are ready to learn more about the association's partnership and sponsorship opportunities, please complete the Partnership Inquiry Form below. Missouri FCCLA staff will reach out to confirm your selection and provide you with further details.



<https://bit.ly/MOFCCLAPartners>

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