



COLLEGIATE PARTNER & SPONSOR PROSPECTUS

2023 - 24

WORKING TOGETHER TO PREPARE FUTURE LEADERS

Our organization is dedicated to nurturing the next generation of business leaders, and we are seeking partners like you to support our mission.

Your partnership is essential for delivering on Iowa FBLA's mission to inspire and prepare students to become community-minded business leaders in a global society. We look forward to strengthening our partnership through these giving opportunities and beyond!

By becoming a partner, you will gain valuable brand visibility among our network of talented students, educators, and parents, as well as access to exclusive networking opportunities and the satisfaction of making a significant impact on our community.

Sincerely,

Kent L Storm



Kent Storm

Executive Director &
State Adviser
Iowa FBLA

OUR MISSION

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



WHAT IS IOWA FBLA?



Future Business Leaders of America (FBLA) is a national nonprofit 501(c)(3) education association with over 200,000 students preparing to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

Iowa FBLA Collegiate has 11 post-secondary institutions and is rapidly expanding. Intra-curricular activities include career exploration, civic service, economic education, and technical skill advancement. FBLA also works to encourage and support entrepreneurship while developing members' employability skills.

WHO WE ARE

Iowa FBLA Collegiate Facts

The first ever chapter of National FBLA Collegiate was in Iowa, with the University of Northern Iowa boasting the distinction of the Alpha chapter

Iowa FBLA is the largest business career and technical student organization in the state

Iowa FBLA student leaders have represented on a National Level as National Officers six of the last twelve years, including National President in 2022-23

Current Iowa FBLA Collegiate Chapters

Des Moines Area Community College
Grand View University
Indian Hills Community College
Iowa Collegiate Direct
Iowa State University
Kirkwood Community College
Loras College
St. Ambrose University
The University of Iowa
University of Northern Iowa
Waldorf University
Wartburg College



FBLA COLLEGIATE STATE LEADERSHIP CONFERENCE

FEBRUARY 9 – 10, 2024 | DRURY INN & SUITES, WEST DES MOINES, IA

FBLA Collegiate is dedicated to inspiring and developing the next generation of leaders by preparing members for careers in business and business-related fields. The State Leadership Conference will offer a breadth of activities that build personal and professional skills, including unique career development programs, workshops, and so much more.



AGENDA AT A GLANCE

FRIDAY FEB. 9

- 1:30 – 2:00 PM Opening Session
- 2:00 – 4:00 PM Career Fair
- 2:00 – 5:00 PM Competitive Events
- 2:00 – 5:00 PM Business Tours
- 5:30 – 7:00 PM Dinner & Network
- 8:00 – 10:00 PM Social Activity

SATURDAY FEB. 10

- 8:00 AM – 12:00 PM Performance Events
- 8:00 AM – 2:00 PM Workshops
- 12:00 – 1:00 PM Lunch
- 1:00 – 2:00 PM Workshops
- 1:00 – 3:00 PM Community Service Project
- 3:00 – 4:00 PM Awards Session

PARTNER OPPORTUNITIES

FBLA Collegiate offers many different ways to be involved during the State Leadership Conference, showcasing your business or product to current students – our future workforce – and providing them with valuable insights into the job market.

PARTNERSHIP ELEMENTS	IMPACT PARTNER	INNOVATION PARTNER	INSPIRE PARTNER	EXHIBIT ONLY
	\$2,000 1 Available	\$1,000 5 Available	\$500 10 Available	\$250 20 Available
Full access registrations	4	2	1	1
Exhibit Space	8' x 8'	8' x 8'	8' x 8'	8' x 8'
Conference Presenting Rights	X			
Contact list of attendees	X	X	X	
Exclusive emailed sponsor spotlist to all attendees	X			
One hour educational breakout session	2	1		
Opportunity to great guests for one hour at Registration Desk	X			
Discounted hotel room rate	X	X		
App/Activity Feed Message sent to attendees	2	1		
Logo with link to website on conference page	X	X	X	
Partnership recognition in conference communications	X	X	X	
Featured advertisement in app	X			
Placement & recognition on signage	Prominent	Standard	Standard	
Company provided marketing item in all attendee packets	X	X		
Sponsorship recognition in conference slide deck	X	X	X	X

ADDITIONAL OPPORTUNITIES

FBLA Evening Social

\$750 | 1 Opportunity Available

Help members to unwind, connect, and celebrate their achievements.

- Naming rights to the social
- Three (3) minute speaking opportunity at Networking event prior to social
- Company provided marketing item in all attendee packets
- Logo with link to website on conference page
- Sponsorship recognition in conference slide deck

Competitive Event Sponsorship

\$250 | 36 Opportunities Available

Sponsoring an individual competitive event helps to offset expenses in running contests while providing a cash scholarship to top performing students.

For more specific information, please visit iowafbla.org/support or contact chris@iowafbla.org.

VOLUNTEER OPPORTUNITY

Competitive Event Judging

Iowa FBLA's competitive events recognize and rewards excellence in a broad range of business and career-related areas. Judging and volunteer opportunities are available to business leaders and professionals. Judges should anticipate 4-5 hours of judging time per competitive event.

For more specific information, please visit: iowafbla.org/support or contact chris@iowafbla.org.



PARTNERSHIPS WITH FBLA

Before You Sign Up

It is understood that purchasing a sponsorship will become a binding contract upon acceptance by Iowa FBLA, and incorporated into this contract are the following terms, conditions and rules, and regulations (found at iowafbla.org). The individual purchasing sponsorship represents and warrants that they are authorized to execute a binding agreement on behalf of the company, and should they be removed from their position, the contracting organization is required to fulfill the obligations under this agreement.

Payment Policy

Payments can be made in two equal installments paid in full by February 1, 2024. Payments can be made by check or credit card. Failure to pay invoice within these terms may result in loss of partnership or conference sponsorship. Shared partnerships or sponsorships are prohibited.

Contributions to Iowa Future Business Leaders of America (Iowa FBLA) are deemed charitable under section 501 (a) of the Internal Revenue Code as an organization described in Section 501(c)(3). Please consult your accountant for any clarification.
Legal Name: Future Business Leaders of America, Iowa State Chapter. DBA: Iowa FBLA EIN: 23-7154861.

Iowa Future Business Leaders of America (Iowa FBLA) is a non-profit 501(c)(3) organization dedicated to securing & stewarding private gifts and grants that benefit Iowa FBLA.

Iowa FBLA is committed to retaining public trust. Iowa FBLA openly discloses information about its policies and activities, financial statements, and other information to further understanding its mission and operations. To obtain a copy of our most recent financial statement, please email us at finance@iowafbla.org.

Logo Usage

All Iowa FBLA partner logos must be co-branded with the official Iowa FBLA logo. Prior approval is required before their usage is authorized for digital and print productions.

Right of First Refusal

The Right of First Refusal for existing Iowa FBLA partners is a policy that grants current partners the priority option to renew their sponsorship for the upcoming year's events and activities.

FREQUENTLY ASKED QUESTIONS

Q: How can I finalize or secure a partnership?

A: Select the desired item(s) and see the availability of sponsorships on the Iowa FBLA website under the "Support" tab, or visit www.iowafbla.org/support.

Q: What if my organization would like to only be an exhibitor at an event?

A: Any level of support is greatly appreciated. Select "Exhibitor" on the Iowa FBLA website under the "Store - Partnership" tab, with your organization information, and select exhibitor as a partner. You can also visit www.iowafbla.org/partnerships to complete the request.

Q: How many partnerships are available?

A: While each partnership offers different levels of exposure for your organization, some items are limited. Most partnership levels are on a first-come, first-serve basis. For specific requests, please contact Jonathan Nevenhoven at jonathan@iowafbla.org.

FOR MORE INFORMATION



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