

# GEORGIA FCCLA

## **ADVERTISING & 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.

## Georgia leads the way.....

Chapter members and advisers have the opportunity to participate in leadership conferences, professional development, competitive events, and lots of fun!



# NATIONAL PROGRAMS SPONSORSHIP OPPORTUNITIES

FCCLA national programs were developed to build and strengthen students' leadership skills. Partnership opportunities are available for all FCCLA national program areas from awards and scholarships to program sponsorships.



**Career Connection** A national program that guides young people to link their options and skills for success in careers, families, and communities.



**Leadership Service in Action** A national program that guides students to develop, plan, carry out, and evaluate projects that improve the quality of life in their communities.



**FACTS-Families Acting for Community Traffic Safety** A national peer education program through which students strive to save lives through seat belt use, safe driving habits, and sober driving.



**Families First** A national peer education program through which students gain a better understanding of how families work and learn skills to become strong family members.



**Financial Fitness** A national peer education program that involves students teaching other young people how to make, save, and spend money wisely.



**Japanese Exchange** FCCLA members are selected for scholarships to travel to Japan for 4 to 6 weeks and live with a Japanese host family to experience the day-to-day life of another country and its people.



**Power of One** A national program that helps students find and use their personal power by setting goals, working to achieve them, and enjoying the results.



**STAR Events- Students Taking Action with Recognition** National competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation.



**STOP the Violence- Students Taking On Prevention** A national peer education program that empowers students with attitudes, skills, and resources to recognize, report, and reduce youth violence.



**Student Body** A national peer education program that helps students learn to eat right, be fit, and make healthy choices.

## Become a National Program Award Sponsor

Each year Georgia FCCLA chapters have the opportunity to enter their National Program Projects for state awards. Georgia FCCLA awards the top winners in each National Program area at our State Leadership Conference in March. National Program Sponsorships will include recognition during the opening session, recognition in the annual report, recognition in the conference program, signage at the conference, website link on the Georgia FCCLA website, and presentation of National Program Award.

# **ADVERTISING OPPORTUNITIES**

## *Georgia News Advertising*

**Georgia News** is the official Georgia FCCLA newspaper that is produced 2 times during the school year and reaches nearly 20,000 Georgia FCCLA Members and close to 500 advisers statewide.



### **Ad Specifications/Files**

Full Page (11.5" W x 15" H)

½ Page Vertical

¼ Page Square

1/8 Page Square

Graphics (JPEG, GIF)

Press Ready PDF Files are preferred

**Fall Issue**

Full Page (\$500)  ½ Page Vertical (\$250)  ¼ Page (\$150)  1/8 Page (\$100)

**Spring Issue**

Full Page (\$500)  ½ Page Vertical (\$250)  ¼ Page (\$150)  1/8 Page (\$100)

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Company Contact

\_\_\_\_\_  
Title

\_\_\_\_\_  
Address

\_\_\_\_\_  
City State Zip

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Web Address

### **Payment:**

Check (Make check payable to Georgia FCCLA)

### **Send Application with Payment to:**

Georgia FCCLA  
283 Swanson Drive Suite 204  
Lawrenceville, GA 30043



# **LEADERSHIP MEETING SPONSORSHIP** **OPPORTUNITIES**

## **Fall Leadership Conference**

The Fall Leadership Conference provides students and advisers the opportunity to learn about membership recruitment, how to become the voice of FCCLA in their community through public relations, upcoming leadership opportunities, teambuilding and goal setting, new competitive events, chapter community service projects, and state leadership opportunities.

## **Fall Rally**

Fall Rally is a great opportunity for chapter advisers to recruit members and give them a taste of what FCCLA is all about. Held at the Georgia National Fair, members and advisers will attend a motivational rally that includes a performance from the state officer team and a keynote speaker. Following the rally members have the chance to walk through exhibits, watch the FCCLA knowledge bowl and Culinary Competitions, enjoy delicious “fair food” and hop aboard the fair rides.

## **FCCLA Day at the Capitol**

FCCLA Day at the Capitol allows members and advisers to be an effective voice for our organization. A visit to the state capitol offers students an opportunity to view first-hand the state government in action and to learn about the judicial and lawmaking process. It is our best opportunity to inform legislators of the value of our Family and Consumer Sciences program and career and technical student organization, FCCLA, and to promote, in person, our legislative priorities. Chapters attend one day on a rotational basis throughout the week.

## **State Leadership Conference**

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



# COMPETITIVE EVENTS SPONSORSHIP OPPORTUNITIES

## Fall State Competitions

- ⇒ **Membership Recruitment-** Chapters each year have some excellent membership recruitment ideas and highlight them through a chapter display. Displays must meet the following criteria: Increases Awareness of FCCLA, Effectiveness of Recruitment, Appearance of Display, Organization of Display and Uniqueness of Recruitment.
- ⇒ **Chapter T-shirt Design-** Chapters will create a t-shirt design based on the current year's theme. Chapters must also include their school name and the FCCLA logo on the shirt. Each chapter will have the opportunity to vote on the winner.
- ⇒ **State Lapel Pin-** Chapters are encouraged to create a unique Georgia FCCLA lapel pin that may be used at the National Leadership Conference as Georgia's trading pin. Designs must highlight an interesting fact that makes Georgia unique.

## Spring State Competitions

- ⇒ **Baking & Pastry-** an individual event, recognizes participants who demonstrate their skills in quick breads.
- ⇒ **Chicken Fabrication-** an individual event, recognizes participants who safely fabricate a chicken into eight pieces, meeting industry standards
- ⇒ **Creative Garnishes-** an individual event, recognizes participants who demonstrate the ability to creatively use a variety of food ingredients and materials to prepare and display a garnish
- ⇒ **Digital Delish Dish-** recognizes participants who demonstrate their ability to use knowledge and skills to video a food demonstration with a science spin.
- ⇒ **Digital Storytelling-** an individual or partner event (max. 2 persons), recognizes participants who demonstrate their ability to use knowledge and skills gained from their enrollment in an early childhood education course.
- ⇒ **Knife Skills-** an individual event that showcases student's knowledge of knife skills and cuts, knife cut identification and knife skills demonstration.
- ⇒ **Statesman Event-** an individual event recognizing members for their knowledge of FCCLA.
- ⇒ **Thinc. Week-** an event encouraging members to become familiar with entrepreneurship.

## STAR Events Competitions

STAR Events are national competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. Georgia FCCLA members have the opportunity to compete in STAR Events on the region, state, and national level. STAR Events descriptions and guidelines available at [www.fcclainc.org](http://www.fcclainc.org).

**Advocacy**

**Chapter in Review**

**Early Childhood Education**

**Fashion Construction**

**Food Innovations**

**Interior Design**

**Leadership**

**Nutrition & Wellness**

**Recycle & Redesign**

**Applied Math for Culinary**

**Chapter Service Project**

**Entrepreneurship**

**Fashion Design**

**Hospitality, Tourism & Recreation**

**Interpersonal Communications**

**Life Event Planning**

**Parliamentary Procedure**

**Sports Nutrition**

**Career Investigation**

**Culinary Arts**

**Environmental Ambassador**

**Focus on Children**

**Illustrated Talk**

**Job Interview**

**National Programs in Action**

**Promote & Publicize FCCLA!**

**Teach & Train**





# STATE OFFICER SPONSORSHIP OPPORTUNITIES

Georgia FCCLA State Officers accept the challenge of providing guidance, leadership, and inspiration to all FCCLA members. The growth of FCCLA depends on the performance of State Officers and the impression they leave with people who are interested in FCCLA. State Officers are obligated to attend leadership trainings, planning meetings, state meetings, region & chapter meetings, as well as those for community and civic groups.

*Become a State Officer Sponsor by sponsoring leadership training, planning meeting, or giving to the State Officer fund!*



- ⇒ **Summer Leadership Training-** This training takes place in June. State Officers spend a week learning skills such as: how to work as an effective team member, public speaking, parliamentary procedure, accountability, public relations and promotion, membership participation, and how to increase their leadership potential.
- ⇒ **June Executive Council Meeting-** State Officers and advisers meet together to plan the state program of work, conference themes, bylaw changes, state projects, FCCLA budget, and National Leadership Meeting agendas.
- ⇒ **National Leadership Conference-** At the National Leadership Conference, state officers are required to lead state meetings, attend sessions related to membership and public relations, participate in state officer workshops, serve as voting delegates, and provide leadership to Georgia delegates and competitors.
- ⇒ **August Executive Council Meeting-** State Officers and advisers meet over two days to plan the Fall Leadership Conference workshops and sessions. Officers practice their scripts and workshop presentations. Officers also vote on any new business.
- ⇒ **Fall Leadership Conference-** State Officers are obligated to attend the fall conference and lead sessions and workshops. Officers are also expected to assist members and advisers by answering questions or providing leadership.
- ⇒ **Fall Rally Planning Meeting-** State Officers and advisers meet over two days to plan the Fall Rally motivational session and competition duties. Officers practice their scripts, decide upon decorations, and sign up to assist with competitions.
- ⇒ **Fall Rally-** State Officers are obligated to attend the Fall Rally and lead the Motivational Rally as well as encourage member participation. After the Rally state officers are required to clean the area and assist with competitions by serving as time keepers, greeters, and readers.
- ⇒ **December Executive Council Meeting-** State officers and advisers meet over two days to plan State Leadership Meeting, Region STAR Events, and FCCLA Day at the Capitol. Officers decide on script ideas and logistics. Officers also vote on any new business.
- ⇒ **CTSO Legislative Luncheon-** State Officers are encouraged to attend the CTSO Legislative Luncheon each winter at the State Capitol. Officers from each CTSO are assigned duties such serving as greeters, ushers, or speakers.
- ⇒ **February Executive Council Meeting-** State officers, advisers, and region advisers meet over two days to finalize plans for Region STAR Events and State Leadership Conference. Officers practice scripts, decide upon decorations, and sign up to assist with the Career & Trade Expo.
- ⇒ **State Leadership Conference-** State Officers are required to attend State Leadership Conference and lead general sessions, region meetings, and the new officer candidate luncheon. Officers assist members, competitors, and advisers.

# **SPONSORSHIP FORM**

*I would like to help Georgia FCCLA!*

**Sponsors will receive recognition in the annual report, conference programs, and award presentations.  
Sponsors will also have the opportunity to exhibit at the annual Career & Trade Expo.**

\_\_\_\_\_  
**Name**

\_\_\_\_\_  
**Company/Business/Organization**

\_\_\_\_\_  
**Address**

\_\_\_\_\_  
**City, State, Zip**

\_\_\_\_\_  
**Phone Number**

\_\_\_\_\_  
**Email Address**

## **National Program Sponsorship**

**National Program Sponsor (\$500)**

Yes I would like to sponsor a National Program \_\_\_\_\_  
*national program name*

**National Program Fund (\$1-\$499)**

Yes I would like to give to the National Program Fund \_\_\_\_\_  
*amount*

## **Leadership Meetings Sponsorship**

**Leadership Meetings Sponsor (\$1,000)**

Yes I would like to be a leadership meeting sponsor \_\_\_\_\_  
*leadership meeting*

**Leadership Meetings Fund (\$1-\$999)**

Yes I would like to give to the Leadership Meetings Fund \_\_\_\_\_  
*amount*

## **State Officer Sponsorship**

**State Officer Sponsor (\$2,000)**

Yes I would like to sponsor a State Officer Meeting \_\_\_\_\_  
*state officer meeting name*

**National Program Fund (\$1-\$1999)**

Yes I would like to give to the State Officer Fund \_\_\_\_\_  
*amount*

**Please send form and payment (made payable to Georgia FCCLA) to:**

**Georgia FCCLA  
283 Swanson Drive Suite 204  
Lawrenceville, GA 30043**



# COMPETITIVE EVENTS SPONSORSHIP FORM

*I would like to help Georgia FCCLA!*

\_\_\_\_\_  
Name

\_\_\_\_\_  
Company/Business/Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
City, State, Zip

\_\_\_\_\_  
Phone Number

\_\_\_\_\_  
Email Address

## Fall State Competitions Sponsorship

**Fall State Competition Sponsor (\$175- 1<sup>st</sup> Place \$100, 2<sup>nd</sup> Place \$50, 3<sup>rd</sup> Place \$25)**

Yes I would like to sponsor a Fall State Competition \_\_\_\_\_  
*event name*

**Fall State Competition Fund (\$1-\$174)**

Yes I would like to give to the Fall State Competition Fund \_\_\_\_\_  
*amount*

## Spring State Competitions Sponsorship

**Spring State Competition Sponsor (\$350- 1<sup>st</sup> Place \$200, 2<sup>nd</sup> Place \$100, 3<sup>rd</sup> Place \$50)**

Yes I would like to sponsor a Spring State Competition \_\_\_\_\_  
*event name*

**Spring State Competition Fund (\$1-\$349)**

Yes I would like to give to the Spring State Competition Fund \_\_\_\_\_  
*amount*

## STAR Events Competitions Sponsorship

*Please check one and circle the event you wish to sponsor.*

*Note: event sponsorship prices are based on the number of competitors and categories for each event.*

\_\_\_\_\_ **\$1-\$499 STAR Events Competition Fund (amount)** \_\_\_\_\_

\_\_\_\_\_ **\$500 Sponsorship**

\_\_\_\_\_ **\$1,000 Sponsorship**

\_\_\_\_\_ **\$1,500 Sponsorship**

\_\_\_\_\_ **\$2,000 Sponsorship**

\_\_\_\_\_ **\$2,500 Sponsorship**

\_\_\_\_\_ **\$3,000 Sponsorship**

Please send form and payment (made payable to Georgia FCCLA Foundation) to:

Georgia FCCLA Foundation  
283 Swanson Drive Suite 204  
Lawrenceville, GA 30043