



Washington Future Business Leaders of America

2019-20 Real World Branding Participation Information

Washington Future Business Leaders of America (FBLA) is the premier organization for students with career interests in business. Through leadership and career development programs, competitions, and trainings, Washington FBLA prepares student leaders for higher education and the transition from school to career.

Washington FBLA is a 501(c)(3) non-profit organization and all contributions are tax deductible. Washington FBLA relies on member participation and private contributions to provide programs and opportunities for our members. One of those opportunities that we offer students is participation in our Real World Branding event.

This event offers students the opportunity to compete in an event geared toward working with a business or non-profit group to create marketing materials, culminating in the winning project being used by the participating business or group.

Business and non-profits participating in Real World Branding receive the following benefits:

- Recognition in the Conference App as the Competitive Event Sponsor of the event. This app is distributed to over 2,000 conference attendees.
- Recognition on screen during the Awards of Excellence Session as the Competitive Event Sponsor in front of over 2,000 general session attendees and guests.
- The ability to personally present awards in the sponsored event.
- The full use of the materials designed by the winning student(s) for marketing and advertising purposes.

The business or non-profit participating in this program will agree to the following:

- Sponsor this event at \$750. The winning student(s) will receive \$500, and WA FBLA will use the remaining \$250 toward the administration and facilitation of the event.
- Host a video call Q&A session in February to share their vision and requirements for the event.
- Provide at least two judges for the event at the State Business Leadership Conference in Spokane, April 10, 2020.
- Approve the rating sheet for the event and assist in the creation of guidelines for the competition.

How to Participate

1. Please email Sarah Magney, Operations Director of WA FBLA, at sarah@wafbla.org to express your interest.
2. Send in your idea of what you would like the students to create for your business, along with any requirements they must meet.
3. Participation is offered on a first-come, first-serve basis. We can have up to three businesses or non-profits participating in this event per year.