



FCCLA[®]
FLORIDA

2025

**STATE LEADERSHIP
CONFERENCE**

APRIL 4-7
ORLANDO, FL

**SPONSOR AND
EXHIBITOR GUIDE**

FLFCCLA.ORG | LEAD, INSPIRE, EMPOWER

CONTACT US AT INFO@FLFCCLA.ORG

WHO ARE WE?

Family, Career and Community Leaders of America (FCCLA) is a Career and Technical Student Organization that functions as an integral part of the Family and Consumer Science education curriculum and operates within the school system. Since 1945, FCCLA members have been making a difference in families, careers, and communities by addressing important personal, work, and societal issues. Through participation in Competitive Events, becoming involved in community service opportunities, student leadership, and attending leadership conferences, members develop real-world skills, explore Career Pathways, and become college and career ready.

OUR MISSION

To promote personal growth and leadership development through Family and Consumer Science 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.**

OUR REACH

Florida FCCLA reaches thousands of students, educators, partners, alumni, and staff. During the most recent school year, we had **over 15,000** affiliated members in **90 schools** across **all of Florida**. During the last 5 years, we've had **over 76,000** affiliated members!

The 2024 State Leadership Conference in Orlando, FL brought together **over 750 in-person attendees**, with **over 20%** of the student attendees being **graduating seniors** that are getting ready for their **colleges and careers!**



COMPETITIVE EVENTS

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At our annual 4-day State Leadership Conference in Orlando, FL, more than 600 individual Competitive Event entries were made by student members in attendance. The Florida Proficiency Events allow members to showcase their college and career readiness accomplishments through chapter, individual, and team projects. By sponsoring a State Proficiency Event, you'll be given the opportunity to connect your business, industry, or organization with high-achieving youth who are determined to become leaders in their respective fields.

Florida Proficiency Event Sponsorship - \$1,500



By sponsoring a State Proficiency Event, your organization will take lead in engaging with our youth and adult groups. 1/2 of your donation will be given back directly to the top three highest-scoring teams and individuals on stage as a financial scholarship for their success in their Competitive Event. You will be directly contributing to their journey by highlighting their achievements through this special award.

Your sponsorship will also include direct communication with ALL of the participants in the respective Competitive Event by allowing you to provide informational and promotional materials. Additionally, your brand will be prominently identified as a sponsor on the Florida FCCLA website, featured during general session multimedia presentations, and recognized during the Awards Ceremony.

Sponsor All Culinary Skills Competitive Events - \$2,000

As a sponsor for all Culinary Skills Competitive Events (Florida: Decorative Food Centerpiece, Dessert Chopped, Chicken Fabrication, Culinary Knife Skills, Server Relay. National: Culinary Arts), your donation will provide each competitor with a chef jacket with the Florida FCCLA logo and your brand logo. This sponsorship allows your brand to shine on the jacket of each competitor at the conference and back at their local schools when they take their jacket home.

Your sponsorship will also include direct communication with ALL of the participants in the aforementioned events by allowing you to provide informational and promotional materials. Additionally, your brand will be prominently identified as a sponsor on the Florida FCCLA website, featured during general session multimedia presentations, and recognized during the Awards Ceremony.



STATE LEADERSHIP CONFERENCE



As a State Leadership Conference exhibitor, you will have access to over 700 in-person attendees during the largest Florida FCCLA event of the year! Showcase your organization during our Vendors & Exhibitors Market, where you'll connect with youth leaders and educators.

Conference Location

DoubleTree by Hilton Orlando at SeaWorld
10100 International Drive, Orlando FL

Vendors & Exhibitors Market Dates


Friday, April 4, 2025 - Exhibitor Set-Up
Saturday, April 5, 2025 - Market Open 8 AM - 4 PM

Registration Deadlines

January 15 - Regular Registration Ends
March 1 - Late Registration Ends
March 15 - Payment due to FL FCCLA

Available Discounts

A single \$100 discount will be applied to your invoice if you are a first time, non-profit organization, educational institution, or government exhibitor.

 STATE LEADERSHIP CONFERENCE FCCLA FLORIDA			VENDOR & EXHIBITOR PACKAGES & RATES	
Regular Registration (By Jan 15)	Gold - \$350	Silver - \$250		
Late Registration (By March 1)	Gold Late - \$400	Silver Late - \$300		
COMPLIMENTARY PACKAGE BENEFITS				
Table Size	3' x 6'	3' x 6'		
Exhibitor Representative Registrations (\$50 each add'l)	2	1		
Promotional Flyer Included in Chapter Registration Packets	*Material must be provided by the Vendor/Exhibitor	No		

Important Note: Packages do not include labor, shipping charges, or electricity.

Contact us at info@flccla.org to get you set up!

Adviser Welcome Reception - \$750

Advisers are the backbone of our organization, providing guidance to our members at the local chapter level within schools. The Adviser Welcome Reception offers you the opportunity to engage with our advisers. This Reception is great for organizations looking to connect with adult educators that facilitate FCCLA programs across the state within middle & high schools. This sponsorship will also cover the cost of providing each adviser with a canvas tote bag, which will include the Florida FCCLA logo and your brand's logo.

Fashion Show - \$1,000

The Fashion Show is a highlight at the State Leadership Conference as it allows students to showcase their talent, skills, creativity, and dedication to the design industry. As the sponsor, you will receive premium logo placement, the opportunity to address the audience, and will cover the cost of providing each participant with a "Thank You" gift to highlight their achievements - which will include your brand's logo. This is an exceptional opportunity to connect with students.

State Executive Council & Board of Directors Transition Luncheon - \$750

The State Executive Council is Florida FCCLA's Student Leadership Team for each school year. Students campaign at the State Leadership Conference, present their speech in front of over 700 attendees, and are then voted in by their peers from across the state. The transition luncheon includes the Board of Directors, State Staff, District Advisers, and Student Leaders, which gives your brand a one-on-one opportunity to meet with the group. The sponsorship will also provide each attendee with a custom-branded "Thank You" gift with your brand's logo.

HOT Dinner Etiquette - \$1,500

The Hands On Training (HOT) Dinner Etiquette Course is an interactive workshop that provides each attendee with a step-by-step professional dining course, which includes a meal. As the sponsor, your organization will receive premium logo placement, the opportunity to address the audience, and a "Thank You" gift to each participant.

Sponsoring a Special Event at the State Leadership Conference allows you to connect directly with FCCLA Members and Advisers. **Each Special Event sponsorship includes a complimentary Silver package.**



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Adviser Rest & Relax Lounge - \$2,500

Our advisers from across the state have worked day-in and day-out to get their students to the State Leadership Conference. This sponsorship opportunity allows you to directly provide advisers with a comfortable space to relax at for a few minutes in between workshops & sessions. Your brand will receive premium logo placement and signage. This will also serve as a refreshment area with snacks or beverages - help advisers recharge while subtly promoting your brand.

General Session - \$4,000

The General Sessions at the Florida FCCLA State Leadership Conference are known for their energetic atmosphere. Your sponsorship will give your brand the opportunity to reach all of our attendees at a "prime time" during the conference. Sponsorship includes premium logo placement and the opportunity to deliver a five-minute message to all attendees. This is key to promoting your brand and impacting the entire audience.



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ADVERTISING AND MARKETING OPTIONS

Lanyards for Attendee Name Badges	One Opportunity Available
Promotional Item for Each Attendee	Multiple Opportunities Available
Tote Bag for Each Conference Attendee	Multiple Opportunities Available
Conference T-Shirt for Each Attendee	Multiple Opportunities Available