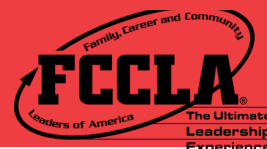




## State Leadership Conference

March 20-24, 2027



**FLORIDA**  
STATE ASSOCIATION



**FCCLA** FLORIDA

# SPONSOR AND EXHIBITOR GUIDE

## WHO ARE WE?

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**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

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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

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Florida FCCLA reaches thousands of students, educators, partners, alumni, and staff. During the most recent school year, we had **over 18,000** affiliated members in **100+ schools** across **all of Florida**. During the last 5 years, we've had **over 80,000** affiliated members!

The 2025 State Leadership Conference in Orlando, FL brought together **over 850 in-person attendees**, with **over 25%** of the student attendees being **graduating seniors** that are getting ready for their **colleges and careers**!



# COMPETITIVE EVENTS

**FCCLA®**  
**FLORIDA**

At our annual 4-day State Leadership Conference in Orlando, FL, more than 750 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

**PROFICIENCY  
EVENTS**

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

# FCCLA<sup>®</sup> FLORIDA

As a State Leadership Conference exhibitor, you will have access to over 800 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

Sunday, March 21, 2027 - Exhibitor Set-Up  
Monday, March 22, 2027 - 8 AM - 4 PM

## Registration Deadlines

February 19 - Regular Registration Ends  
February 26 - Late Registration Ends  
March 15 - Payment due to FL FCCLA

## Available Discounts

Discounts are available for Affiliated FCCLA Chapters.

| <div><div>2027</div><div><b>State Leadership Conference</b><br/>2027<br/><b>FCCLA</b> <b>FLORIDA</b><br/>The Ultimate Leadership Experience<br/>STATE ASSOCIATION</div></div> <div><b>VENDOR &amp; EXHIBITOR<br/>PACKAGES &amp; RATES</b></div> |                                                    |                            |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------|----------------------------|
| Regular Registration (By Jan 15)                                                                                                                                                                                                                | <b>Gold - \$350</b>                                | <b>Silver - \$250</b>      |
| Late Registration (By March 1)                                                                                                                                                                                                                  | <b>Gold Late - \$400</b>                           | <b>Silver Late - \$300</b> |
| <b>COMPLIMENTARY PACKAGE BENEFITS</b>                                                                                                                                                                                                           |                                                    |                            |
| 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@flfccla.org](mailto:info@flfccla.org) to get you set up!

# SPECIAL EVENT SPONSORSHIP

# 2027

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**FLORIDA  
STATE ASSOCIATION**

## Adviser Welcome Reception - \$1000

Advisers are the backbone of our organization, providing guidance to our members at the local chapter level within schools. The sponsorship supports our exclusive appreciation event for Florida FCCLA chapter advisers and includes prominent logo placement on reception signage and recognition slides, acknowledgment on the conference website, app, and social media, and a public thank-you during both the Adviser Reception and a general session. Sponsors may offer a brief welcome message during the event and will receive two complimentary passes to attend. They will also be featured in the digital reception agenda and recognized as a 2026 Adviser Champion Sponsor in post-conference communications, providing meaningful visibility and engagement without added costs.

## 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. Sponsors may also provide their own logo-branded gift for attendees if they choose, allowing for added visibility at no additional cost to FCCLA.

## 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.**

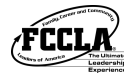


# À LA CARTE SPONSORSHIP

# 2027

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**FLORIDA  
STATE ASSOCIATION**

## 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.



# À LA CARTE SPONSORSHIP

## 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 |