



IOWA
STATE ASSOCIATION

2022

***PARTNERSHIP
GUIDE***

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ABOUT IOWA FCCLA

FCCLA, or Family, Career and Community Leaders of America, is the only youth organization with family as its central focus. Youth are empowered to address personal, work and societal issues through individual and chapter projects. Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life necessary in the home and workplace such as planning, goal setting, problem solving, decision making and interpersonal communication.

Iowa FCCLA is a recognized Career and Technical Student Organization in Iowa, with the Iowa Department of Education holding the organization charter.

Program Emphasis

FCCLA is the only in-school student organization with the family as its central focus. FCCLA is a career and technical student organization that functions as an integral part of the Family and Consumer Sciences education curriculum and operates within the school system, and it provides opportunities for active student participation at the local, state and national levels.

Mission Statement

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.





STATE LEADERSHIP CONFERENCE

The State Leadership Conference is the pinnacle events of the year in Iowa FCCLA. Attendees from each District Leadership Conference advance to compete for recognition in STAR (Students Taking Action with Recognition) Events, a series of career aligned competitive events that encourage students to explore family, career, and community. Students also attend leadership sessions and network with other youth leaders in engaging and thought-provoking sessions and activities.

Partnership Packages

Ultimate | \$5,000

- \$1,000 worth of STAR event sponsorships
- Recognition as Ultimate Partner on Conference Program with logo/branding
- Recognition as Ultimate Partner on Iowa FCCLA Website with logo/branding
- Recognition as Ultimate Partner at all General Sessions with logo/branding
- Five (5) minute speaking opportunity at Opening General Session
- Complimentary Premier Exhibit Booth
- Two (2) guaranteed 45-minute leadership breakout sessions
- Logo on signage at conference registration
- Four (4) crafted social media posts on Iowa FCCLA outlets (subject to approval)
- Two (2) crafted emails sent to all conference registrants via Iowa FCCLA (subject to approval)



Diamond | \$2,500

- \$500 worth of STAR event sponsorships
- Recognition as Diamond Partner on Conference Program with logo/branding
- Recognition as Diamond Partner on Iowa FCCLA Website with logo/branding
- Recognition as Diamond Partner at all General Sessions with logo/branding
- Two (2) minute speaking opportunity at Awards Session
- Complimentary Standard Exhibit Booth
- One (1) guaranteed 45-minute leadership breakout session
- Two (2) crafted social media posts on Iowa FCCLA outlets (subject to approval)





STATE LEADERSHIP CONFERENCE

Partnership Packages

Platinum | \$1,000

- \$250 worth of STAR event sponsorships
- Recognition as Platinum Partner on Conference Program with logo/branding
- Recognition as Platinum Partner on Iowa FCCLA Website with logo/branding
- Recognition as Platinum Partner at all General Sessions with logo/branding
- Complimentary Standard Exhibit Booth



Supporter | \$500

- \$100 worth of STAR event sponsorships
- Recognition as Supporter Partner on Conference Program with logo/branding
- Recognition as Supporter Partner on Iowa FCCLA Website with logo/branding
- Recognition as Supporter Partner at all General Sessions with logo/branding



Custom Packages

Iowa FCCLA is pleased to work with any supportive organization in building a customized package that meets the needs of the organization and Iowa FCCLA. Please email director@iowafccla.org for more information on custom opportunities.



STATE LEADERSHIP CONFERENCE

Leadership EXPO

The Leadership EXPO provides colleges and universities, military partners, business and industry, and fundraising partners the opportunity to engage and interact with all conference attendees.

The Leadership EXPO is a conference hub for attendees. Located adjacent to workshops, the Leadership EXPO contains all exhibitors, student activities and lounge space to maximize and drive student engagement. Some Partnership Levels include complimentary exhibit space.

MONDAY, MARCH 28, 2022
10AM-2PM
HOLIDAY INN DES MOINES AIRPORT
6111 FLEUR DR, DES MOINES

\$250
PREMIER BOOTH
DOUBLE BOOTH
2 TABLES & 4 CHAIRS
MAXIMUM TRAFFIC PLACEMENT

\$150
STANDARD TABLETOP
SINGLE TABLETOP SPACE
1 TABLE & 2 CHAIRS

STAR (Competitive) Events

\$125 per event

Students Taking Action with Recognition (STAR) Events are Competitive Events in which members compete and are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation. STAR Events allow students to compete individually or as a team. Students choose from nearly 30 STAR events, all which recognize participants who demonstrate their knowledge, skills, and abilities to actively identify an issue concerning families, careers, or communities, research the topic, and develop and implement a project to advocate for positive change.

All students who participate in a STAR event are recognized at the State Leadership Conference. A sponsorship of a STAR event helps to offset the cost of event operations and awards.

Sponsor names are recognized before the selected events. Sponsors are eligible to present awards on stage to students.

BAKING AND PASTRY
CAREER INVESTIGATION
CHAPTER IN REVIEW DISPLAY AND PORTFOLIO
CHAPTER SERVICE PROJECT DISPLAY AND PORTFOLIO
CULINARY ARTS
CULINARY MATH MANAGEMENT
EARLY CHILDHOOD EDUCATION
ENTREPRENEURSHIP
EVENT MANAGEMENT
FASHION CONSTRUCTION

FASHION DESIGN
FOCUS ON CHILDREN
FOOD INNOVATIONS
HOSPITALITY, TOURISM AND RECREATION
INTERIOR DESIGN
INTERPERSONAL COMMUNICATIONS
JOB INTERVIEW
LEADERSHIP
NATIONAL PROGRAMS IN ACTION
NUTRITION AND WELLNESS EVENT

PARLIAMENTARY PROCEDURE
PROFESSIONAL PRESENTATION
PROMOTE AND PUBLICIZE FCCLA
PUBLIC POLICY ADVOCATE
REPURPOSE AND REDESIGN
SAY YES TO FCS EDUCATION
SPORTS NUTRITION
SUSTAINABILITY CHALLENGE
TEACH AND TRAIN



STATE LEADERSHIP CONFERENCE

Conference Branded Opportunities

STAR Evaluator & Event Lead Breakfast | Reach: 100 participants | \$500

On Monday, all STAR Event Evaluators & Event Leads registered for the conference will attend a breakfast meeting for a STAR Event overview. Partnership includes branding at the breakfast, signs and banners at location, and a two-minute speaking opportunity.

STAR Evaluator & Event Lead Luncheon | Reach: 100 participants | \$2,000

On Monday, all STAR Event Evaluators & Event Leads registered for the conference will attend a luncheon. Partners are welcome to speak to individuals and build a network. Partnership includes branding for luncheon, signs and banners at location, and the ability to provide informational materials to attendees.

Conference Attendee Gift | Reach: 800 participants | \$1,500

Customize a souvenir for SLC attendees with your logo and sponsor information. Collaborate with Iowa FCCLA staff to design the best souvenir for the project budget.

Conference Lanyards | Reach: 800 attendees | \$1,000

Sponsor the cobranded SLC conference attendee lanyard to have your logo around the necks of 800+ conference attendees (branding subject to approval and cobranded with Iowa FCCLA logo).

Backdrop Banner | \$500

Sponsor the cobranded SLC photo backdrop banner where chapters and competitors will take photos all throughout the conferences (branding subject to approval and cobranded with Iowa FCCLA logo).

Event Entertainment Partner | \$1,000

Join members as they celebrate the hard work of the pinnacle event of the year for an evening of entertainment and celebration. Provide a two-minute speech prior to entertainment beginning with branded signs at the event and recognition in the conference program.

STAR Evaluator & Event Lead Gift | Reach: 100 participants | \$500

STAR Evaluator and Event Leads allow for the successful implementation of competitive events that showcase students workplace and technical skills. Sponsor a special gift for these volunteers and enjoy a two-minute speaking opportunity at the STAR Evaluator & Event Lead Breakfast. Collaborate with Iowa FCCLA staff to design the best gift for the project budget.

Adviser Gift | Reach: 100 participants | \$500

Recognize FCCLA Advisers for the work they have put into making opportunities available to students possible with a gift for all attending advisers. Collaborate with Iowa FCCLA staff to design the best gift for the project budget.



READY TO SUPPORT?

Partnership Inquiry Form

When you are ready to learn more about the association's partnership and sponsorship opportunities, please complete the Partnership Inquiry Form below. A member of the Iowa FCCLA State Staff will reach out to confirm your selection and provide you with further details.

Contact Us

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PARTNERSHIP INQUIRY FORM



IOWA
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