



## Sponsorship Levels for the NC Phi Beta Lambda State Leadership Conference

*The North Carolina Phi Beta Lambda Foundation, Inc.* established in 2002 is a non-profit, volunteer-based 501 (c) 3 corporation. The Foundation strives to provide students with education and skills that will enhance their knowledge of the business world in areas of leadership, management, organization, and professionalism. Over \$10,000 has been distributed to NC PBL students since 2002 in the form of scholarships and state officer apparel; and \$12,000 has been raised for support of the state conferences (competitive event sponsors, adviser appreciation, and conference sponsorships).

Phi Beta Lambda is a national, non-profit organization for post-secondary students enrolled in business classes or interested in the field of business. The purposes of the Foundation include support of the educational and financial needs of members of the NC Phi Beta Lambda State Chapter. The year's activities culminate with the annual State Leadership Conference held for all local chapter members and advisers. Students compete in over 50 oral and written events and then top winners go to the National Leadership Conference to compete with their peers from colleges across the nation.

### NC PBL Facts:

- The state Phi Beta Lambda chapter was chartered in 1954
- Since 2005, chapters have been active on nearly 75 NC campuses, including four-year universities, community colleges, and private institutions.
- Since 2005, approximately 800 students each year have been PBL members.
- Recent company sponsors include Duke Energy, Progress Energy, Belk-South Park, Target, and Wachovia.

## SPONSORSHIP OPPORTUNITIES

### **State Leadership Conference Sponsor**

**\$10,000**

- Company/organization name will appear on the official Conference program and in the Awards of Excellence program.
- Highlighted as a sponsor on the NC PBL website and newsletter throughout the year.
- Opportunity to set up your display/recruitment booth at Conference.
- Banquet tickets (4) for Awards of Excellence Dinner and recognition on stage during the Conference.
- Full page ad of your company/organization in the official Conference Program.

### **Awards of Excellence Program Sponsor**

**\$5,000**

- Company/organization name will appear on the Awards of Excellence program.
- Highlighted as a sponsor on the NC PBL website and newsletter throughout the year.
- Opportunity to set up your display/recruitment booth at Conference.
- Banquet tickets (2) for Awards of Excellence Dinner and recognition on stage during the Conference.
- Half page ad of your company/organization in the official Conference Program.

### **Event Winner Sponsor**

**\$2,500**

- Company/organization name will appear on the Awards of Excellence program.
- Highlighted as a three-year sponsor on the NC PBL website and newsletter throughout the three years.
- Opportunity to set up your display/recruitment booth at Conference.
- Banquet tickets (2) for Awards of Excellence Dinner and recognition on stage during the Conference.
- Quarter page ad of your company/organization in the official Conference Program.
- Provides winners of the event cash awards for first-, second-, and third-place winners for a period of 3 years. (1st-\$350, 2nd-\$250, 3rd-\$150 = \$750/yr x 3 yrs = \$2,250)

### **Adviser Appreciation Sponsor**

**\$1,000**

- Company/organization name will appear on the Awards of Excellence program.
- Highlighted as a sponsor on the NC PBL website and newsletter throughout the year.
- Opportunity to set up your display/recruitment booth at Conference.
- Provides an opportunity to honor chapter adviser(s) who are the backbone of NC PBL.
- Quarter page ad of your company/organization in the official Conference Program.

### **Competitive Event Sponsor**

**\$250**

- Company/organization name will appear on the Awards of Excellence program.
- Highlighted as a three-year sponsor on the NC PBL website and newsletter throughout the three years.
- Recognition on stage during the Conference.