

2024
2025



TEXAS
BUSINESS
PROFESSIONALS
of AMERICA

SPONSORSHIP HANDBOOK

About us

Who we are

US

Business Professionals of America is the premier Career and Technical Student Organization for students pursuing careers in business and other related career fields. At Texas BPA, we provide students and members with invaluable skill development and the opportunity to make personal connections.

Texas BPA has the ability to enhance student participation in professional, civic, service and social endeavors. Members participate in these activities to accomplish our goals of self-improvement, leadership development, professionalism, community service, career development, public relations, student cooperation and safety and health.

Students that join BPA have the opportunity to further their knowledge and prepare for a career in today's fast paced business environments. We offer an assortment of engaging learning tracks that will strengthen their core understanding and lay the foundation for the next steps in their lives.

OUR MISSION

The Mission of Business Professionals of America is to develop and empower student leaders to discover their passion and change the world by creating unmatched opportunities in learning, professional growth and service.

OUR VISION

The Vision Statement of Business Professionals of America is: To be an innovator in Career and Technical Education, providing our members with opportunities for growth through education, competition, community service and personal development.

OUR STUDENTS ARE ABLE TO PREPARE THEMSELVES FOR CAREERS IN:



Business Administration



Finance & Accounting



Information Technology



Computer Programming



Video Production



Small Business & Entrepreneurship



Graphic & Web Design



Human Resources

Texas BPA

Our State Association

TEXAS LARGEST state association

12,800+
MEMBERS

400+
CHAPTERS



Texas BPA is the premier CTSO in the state for members pursuing a career in a world class work force. Since 1969, we have provided our students with leadership opportunities, lifetime connections, and skill development. Texas BPA has 17 regions with over 12,800 members across the state, all competing in business-based events or serving within their communities

DID YOU KNOW?
Lil' Hank is the official mascot for Texas BPA and is excited to partner with you!

2023-2024 TEXAS BPA MEMBERSHIP

497

Middle Level
Members

136

Associate Level
Members

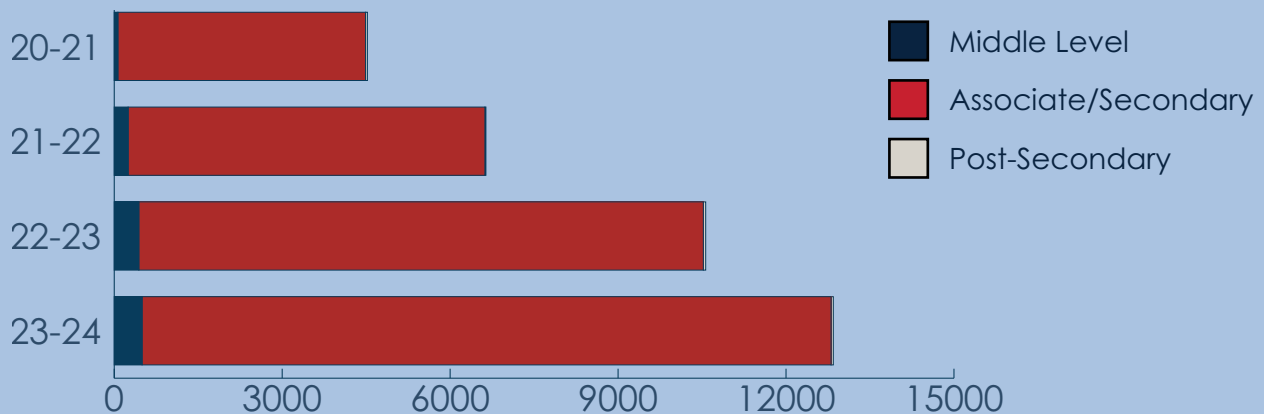
12,172

Secondary
Members

40

Post-Secondary
Members

TEXAS BPA MEMBERSHIP YEAR OVER YEAR



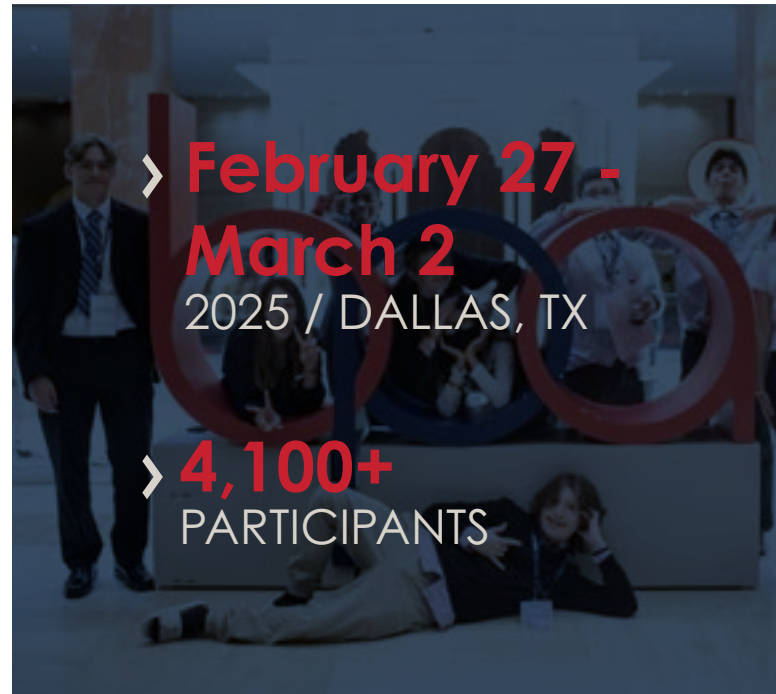
SLC

State Leadership Conference

What we do

The Business Professionals of America, Texas Association, State Leadership Conference (SLC) brings together competitors, business and industry partners, advisors, and vendors to provide an opportunity for Texas career & technical education students to showcase their development of leadership skills and career-related competencies. The Workplace Skills Assessment Program (WSAP) events, state officer elections, and Torch Award Ceremony are highlights of the conference.

Involvement in Business Professionals of America will enhance social awareness, civic responsibility, and understanding of the business community. The State Leadership Conference is the highlight of the Texas Association year, and helps more than 3,000 members accomplish these objectives.



VENUE & ATTENDEES



HILTON ANATOLE

2201 N Stemmons Fwy, Dallas, TX 75207

3,610

Student Members

422

Chapter Advisors

300+

Professionals

State Leadership Conference

What our members do at SLC

THURSDAY
February 27
2025

Day 1

- Special Recognition Awards Ceremony
- Opening Session

FRIDAY
February 28
2025

Day 2

- Competitive Events
- Leadership Academy & Sessions
- Exposition
- 2nd General Session
- Officer Campaign Rally

SATURDAY
March 1
2025

Day 3

- Competitive Events
- Leadership Academy & Sessions
- Exposition
- Conference Special Event

SUNDAY
March 2
2025

Day 4

- Competitive Events
- Exposition
- Award Ceremonies



SPONSORS

Sponsorship Packages

SILVER SPONSOR

\$500

Company highlighted and linked on Texas BPA website

Company logo displayed in official conference program for Texas BPA SLC

Basic Company Profile on the official Texas BPA Conference app

1/4 page Company provided ad included in official Texas BPA SLC Program

Basic Exhibitor table provided during Texas BPA SLC

GOLD SPONSOR

\$1,000

Company highlighted and linked on Texas BPA website

Company logo displayed in official conference program for Texas BPA SLC

Basic Company Profile on the official Texas BPA Conference app

1/4 page Company provided ad included in official Texas BPA SLC Program

Basic Exhibitor table provided during Texas BPA SLC

One Company provided Social Media Post

DIAMOND SPONSOR

\$2,500

Company highlighted and linked on Texas BPA website

Company logo displayed in official conference program for Texas BPA SLC

Premium Company Profile on the official Texas BPA Conference app

1/2 page Company provided ad included in official Texas BPA SLC Program

Premium Exhibitor table provided during Texas BPA SLC

Two Company provided Social Media Posts

Company Logo printed on official Texas BPA SLC Conference T-Shirt

Company Logo displayed during Opening and Closing Sessions

Company provided ad included in Texas Tidbits Newsletter

PLATINUM SPONSOR

\$5,000

Company highlighted and linked on Texas BPA website

Company logo displayed in official conference program for Texas BPA SLC

Premium Company Profile on the official Texas BPA Conference app

Full page Company provided ad included in official Texas BPA SLC Program

Premium Exhibitor table provided during Texas BPA SLC

Three Company provided Social Media Posts

Company Logo printed on official Texas BPA SLC Conference T-Shirt

Company Logo displayed during Opening and Closing Sessions

Company provided ad included in Texas Tidbits Newsletter

On-Stage Welcome Message or video played during Opening Session

Customize your sponsorship package by adding individual add-on. [see page 7](#)

Individual Add-Ons

A la carte options

> Advertisements

Social Media Post..... \$150
One post on all of our social platforms, including stories. Must be the same content but may be formatted to fit each platform best. Artwork must be provided by sponsor.

Texas Tidbits Ad \$200
One ad included in our monthly Texas Tidbits that is sent out to all Texas advisors. Artwork must be provided by sponsor.

Texas SLC Program Ad
 Full Page - Color \$750
 1/2 Page - Color \$500
 1/4 Page - Color \$250
Artwork must be provided by sponsor.

Texas BPA Website Post..... \$250
Artwork must be provided by sponsor.

> Texas Leadership Camp

Leadership Session \$500
 Conference Lanyards..... \$500
 Special Event Snacks..... \$1,000

Business Professionals of America - Texas Association is a 501(c)(3) nonprofit organization.



> State Leadership Conference

Texas BPA App Banner Ad \$250
 Registration Bag Insert (~450) \$250
Sponsor provided insert
 Logo on Conference Shirt..... \$1,000
 Logo on Conference Screens \$500
 Conference Lanyards..... \$4,000
 Pen or Pencils..... \$4,000
 Advisor's Gifts..... **Negotiable**
 Judge's Gifts **Negotiable**
 Judge's Orientation **\$1,500/day**
 Scholarship Fund **Negotiable**
 Sponsored Advisor Social.... **Based on Pricing**
 Student Awards **\$7,000**

> Exhibit Space

Basic Exhibit Booth \$250
 Premium Exhibit Booth \$500

> WSAP Competitive Event

Individual Competitive Event \$300
 Team Competitive Event..... \$500
Sponsor Logo will be displayed on screen during the awards ceremony. One representative will have to opportunity to stand on stage and present awards for the competitive event.

WSAP

WSAP Competitive Events

What our students excel in

A major program of Texas BPA is the Workplace Skills Assessment Program (WSAP). The WSAP prepares students to succeed and assesses real-world business skills and problem solving abilities in finance, management, IT and computer applications. It is BPA's showcase program and facilitates students demonstrating their career skills at regional, state and national conferences in more than 90 competitive events.



Finance

- Advanced Accounting
- Banking and Finance
- Economic Research Individual
- Economic Research Team
- Financial Analyst Team
- Financial Literacy
- Financial Math & Analysis Concepts
- Fundamental Accounting
- Managerial Accounting
- Payroll Accounting
- Personal Financial Management



Business Administration

- Admin. Support Concepts
- Admin. Support Research Project
- Administrative Support Team
- Adv. Office Systems & Procedures
- Adv. Spreadsheet Applications
- Adv. Word Processing
- Basic Office Systems & Procedures
- Business Comm. Skills Concepts
- Business Fundamentals Concepts
- Business Law and Ethics
- Business Math Concepts
- Database Applications
- Fund. Spreadsheet Applications
- Fund. Word Processing
- Integrated Office Applications
- Intermediate Word Processing
- Legal Office Procedures
- Spreadsheet Applications
- Word Processing



Digital Communication & Design

- Adv. Desktop Publishing
- Broadcast News Production Team
- Computer Animation Team
- Computer Modeling
- Digital Communications and Design
- Digital Media Production
- Fund. Desktop Publishing
- Fund. of Web Design
- Graphic Design Promotion
- Podcast Production Team
- User Experience Design Team
- Video Production Team
- Visual Design Team - Pilot
- Website Design Team



Management Information Systems

- C# Programming
- C++ Programming
- Computer Literacy Concepts
- Computer Network Technology
- Computer Programming Concepts
- Computer Security
- Device Config. & Troubleshooting
- Digital Citizenship
- Digital Game Design Team
- Information Technology Concepts
- Java Programming
- Linux OS Fundamentals
- Network Admin. Using Cisco
- Network Design Team
- Python Programming
- Server Admin. Using Microsoft
- SQL Database Fundamentals



Health Administration

- Health Administration Concepts
- Health Administration Procedures
- Health Insurance and Medical Billing
- Health Research Presentation
- Medical Coding



MGMT, Marketing & Communication

- Adv. Interview Skills
- Contemporary Issues
- Digital Marketing Concepts
- Entrepreneurship
- Entrepreneurship Exploration
- Ethics & Professionalism
- Extemporaneous Speech
- Global Marketing Team
- Human Resource Exploration
- Human Resource Management
- Interview Skills
- Meeting & Event Planning Concepts
- Mgmt, Marketing & HR Concepts
- Parliamentary Procedure Concepts
- Parliamentary Procedure Team
- Prepared Speech
- Presentation Individual
- Presentation Team
- Project Management Concepts
- Small Business Management Team

Ready to Sponsor?



➤ SELECT YOUR SPONSORSHIP LEVEL

Our Sponsorship Levels are listed on page 6. Once you have selected the sponsorship level you would like, you can customize your sponsorship with individual add-ons.

➤ ENHANCE YOUR PRESENCE WITH ADDITIONAL ITEMS

Select from the following add-ons listed on page 7 to boost your presence to our state association.

If you prefer to purchase individual items rather than selecting a sponsorship package, please contact Diana Weber at mrsweberbpa@gmail.com.

➤ FILL OUT AND SUBMIT YOUR SPONSORSHIP FORM

Click on the link below and submit your sponsorship request form. After you have submitted your form, you will receive an invoice from Texas BPA along with your sponsorship details.

➤ SUBMIT PAYMENT

After you have received your invoice, you can send your check to the following address:

Business Professionals of America - Texas Association
C/O Diane Koonce
PO Box 64
Hardin, TX 77561

If you prefer to pay via credit card, please contact David Ibarra at david.sj1@gmail.com.

[HTTPS://BPA.ORG/TEXAS/SPONSORSHIP-FORM/](https://bpa.org/texas/sponsorship-form/)

Terms & Conditions

> Eligibility to Exhibit

The Business Professionals of America - Texas Association (Texas BPA) State Leadership Conference provides opportunities for educators and students to learn and grow. Texas BPA reserves the right to reject exhibitor applications from businesses or organizations whose products or services are inappropriate for this audience.

> Rental Fees & Terms of Payment

A single standard booth is available for \$250, and a single premium booth is \$500. Payment can be made by check (in U.S. dollars drawn on a U.S. bank) or debit/credit card (4% convenience fee applies to card payments). Booth reservations will be held but are not confirmed until payment is received. If full payment is not received by February 15, 2025, Texas BPA reserves the right to resell the booth space.

> Cancellation & Refunds

If cancellation or reduction of space is made in writing prior to January 15, 2025, 25% of the exhibit booth fee will be refunded. No refunds will be issued after February 1, 2025. The date of receipt of the cancellation letter will be the official cancellation date. If for any reason beyond the control of Texas BPA, such as, but not limited to, the destruction of the exhibit facilities or cancellation of the event, the exhibitor agreement shall be considered terminated and any payments made by the exhibitor shall be refunded to the exhibitor less expenses incurred by Texas BPA.

> Subletting or Sharing of Booth Space

Exhibitors may not assign, sublet, or apportion to others the whole or any part of the space allocated, and may not display goods or services other than those manufactured or regularly distributed by them and approved by Texas BPA.

> Assignment of Booth Space

Exhibit space is assigned on a first come, first served basis. Texas BPA will accommodate exhibitor requests whenever possible, but booth preferences stated on the application cannot be guaranteed.

> Shipping & Material Handling

Information and instructions related to shipping materials to the conference venue will be provided to exhibitors. Texas BPA will not store any exhibitor materials throughout the course of the State Leadership Conference

> Booth Privacy

Products, services, and exhibitor activity must be confined to the exhibitor's allotted space. Exhibitors should not enter other exhibit areas without invitation.

> Distribution of Food and/or Drinks

Distribution of food or drink other than hard candy or similar small items must be approved by Texas BPA. Contact Robin Goff at robingoff@gmail.com for more information.

> Restrictions

Texas BPA reserves the right to restrict exhibits which for any reason become objectionable, and may also evict any exhibit which in the opinion of Texas BPA detracts from the general character of the exhibit. Texas BPA will not be liable for any refunds or other expenses in this instance.

> Security

Protection of exhibitor property will begin at 5:00 pm to 8:00 am each night of the conference. Each exhibitor must make provisions for the safeguarding of goods, materials, equipment, and display at all times. Exhibitors are responsible for insurance covering the booth and merchandised contained therein.

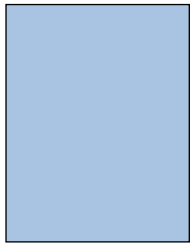
> Liability

The exhibitor shall be fully responsible for all claims, liabilities, losses, damages, or expenses relating to or arising out of any injury to any person or any loss of or damage to any property where such injury, loss, or damage is incident to, arises out of, or is any way connected with the exhibitor's participation in the Texas BPA 2025 State Leadership Conference. Neither Texas BPA, nor any of its employees, agents, or representatives, will be responsible for any injury, loss, or damage that may occur to exhibits or personnel. Each exhibitor assumes entire responsibility and hereby agrees to protect, indemnify, defend, and hold Business Professionals of America - Texas Association and its employees and agents harmless against all claims, losses, and damages to persons or property, government charges or fines, and attorney's fees arising out of or caused by exhibitor's installation, removal, maintenance, or occupancy or use of the exhibition premises or a part thereof, excluding any such liability caused by the sole negligence of the Hilton Anatole and its employees and agents. In addition, the exhibitor acknowledges that Texas BPA and the Hilton Anatole does not maintain insurance covering exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by the exhibitor. Any policy providing such insurance must contain a waiver of any right of subrogation as to any claims against Texas BPA, its officers, directors, agents, or employees. The exhibitor, on signing the booth space rental agreement, expressly releases the aforementioned from any and all claims.

Disclaimer: BPA Texas Association does not accept liquor, beer, tobacco, or firearms advertisements. Texas BPA reserves the right to accept or reject advertising of a questionable nature. Submitting an insertion order is construed as an acceptance of all the rates and conditions outlined in this agreement.

Technical Specs

> Conference Program & Texas Tidbits Ads



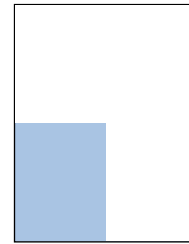
Full Page

Safety: 8" x 10.5"
Trim: 8.5" x 11"
Bleed: 8.75" x 11.25"



1/2 Page

Safety: 8" x 5"
Trim: 8.5" x 5.5"
Bleed: 8.75" x 5.75"



1/4 Page

Safety: 3.75" x 5"
Trim: 4.25" x 5.5"
Bleed: 4.5" x 5.75"

All ads will bleed off the page. Please ensure that the final submitted ad follows the bleed dimensions listed above. If the important information or texts is placed outside the safety dimensions listed above, Business Professionals of America - Texas Association cannot guarantee that your ad will not get cut off. If you are in need of a template or need a assistance setting up your file with the dimensions listed above please reach out to David Ibarra david.sij1@gmail.com.

> Social Media Ads



Facebook Post

Recommended Width: 1200 px
Recommended Height: 630 px
Max File Size: 5 MB
Character Limit: 5000



Twitter/X Post

Recommended Width: 1200 px
Recommended Height: 675 px
Max File Size: 5 MB
Character Limit: 280



Instagram Post

Recommended Width: 1080 px
Recommended Height: 1080 px
Max File Size: 5 MB
Character Limit: 1300

> Sponsor & Company Logo Requirements

All logos should be sent as an .AI, .EPS, or PNG with a transparent background. High quality logo files should be shared to ensure the quality of your company logo. Please ensure that all fonts are converted to outlines. If you fail to adhere to or comply with Business Professionals of America - Texas Association's Logo Requirements with respect to the logos provided, we reserve the right, at our discretion, not to exhibit and/or display any or all non-compliant logos on any conference material.

> Technical Specifications

- Digital photos must have a minimum of 300 dpi to be printed.
- No web or internet images will accepted
- Acceptable file formats for photos and electronic art
 - Adobe Acrobat .PDF files
 - Adobe Photoshop Files (.PSD, .JPG, .EPS)
 - Adobe Illustrator .EPS Files (fonts must be converted to outlines with embedded images)
 - Adobe InDesign Files (fonts must be converted to outlines with embedded images)
 - Fonts used with any ad or EPS files must be provided in Open Type Format
 - Ads must follow specifications lists above accordingly

> Questions?

If you have any questions about specifications regarding your ad, please contact David Ibarra at david.sij1@gmail.com.



www.bpa.org/texas