FBLA-PBL is the largest career student business organization in the world.
WELCOME AND THANK YOU

Future Business Leaders of America-Phi Beta Lambda, Inc. (FBLA-PBL) invites you to support our mission to build community-minded business leaders. This prospectus introduces you to a variety of collaborative activities that are advantageous to your brand, while providing our members with the best options and resources to support their goals.

FBLA-PBL is the largest career student business organization in the world. Each year, FBLA-PBL helps over 230,000 members prepare for careers in business. Through leadership development, academic competitions, educational programs, and other national recognitions, we are committed to strengthening the confidence of our students in themselves and their work while creating and nurturing interest in and understanding of American business enterprise. An established Career and Technical Student Organization (CTSO), FBLA-PBL is recognized by the Association for Career and Technical Education, International Assembly for Collegiate Business Education, National Association of Parliamentarians, National Association of Secondary School Principals, National Business Education Association, and the U.S. Department of Education.

Your support of FBLA-PBL will ensure that our future business leaders continue to receive the benefits that contribute to the improvement of home, business, and community.

On behalf of FBLA-PBL, I am grateful for your interest and continued support. We look forward to working together toward a shared mission.

With appreciation,

Alexander T. Graham
President & CEO
ABOUT STRATEGIC PARTNERSHIPS

FBLA-PBL partners share in the mission and responsibilities that serve our members. Partnerships may include access to content, features, and benefits that support members and/or local advisers.

STANDARD STRATEGIC PARTNERSHIPS INCLUDE:

Customized Partnership Opportunities

FBLA-PBL Strategic Partners offer dynamic possibilities with no two partnerships being the same. FBLA-PBL is committed to exploring customized partnership opportunities to best showcase the partner offerings. Strategic partnerships begin with exploration calls to determine how both FBLA-PBL and the partner can leverage their relationship to its greatest potential. Inquire for more details.

Visibility

All FBLA-PBL partners are included on our Partners & Sponsors page on our website. The listing includes company’s address, URL, contacts, company description, product/service categories, and logo. In addition, each partner has their own landing page to highlight the strategic programming offered as a benefit to members and/or advisers in FBLA-PBL.

Partner information is also shared in a special library section within our Leadership Community, an online networking space that is exclusive to our FBLA-PBL members.

Publicity

FBLA-PBL is pleased to announce new and renewed partnerships with a press release. Press releases are created collaboratively between FBLA-PBL and our partners to uniquely showcase the partnership details.

Partners are welcome to submit paid content/advertorials to FBLA-PBL’s signature member publication, Tomorrow’s Business Leader (TBL). TBL is distributed quarterly via print and online to members and advisers in all divisions: FBLA-Middle Level, FBLA, PBL, and Professional Division. Value $5,350

Content Opportunity

Partners may present up to two webinars directly to FBLA-PBL state leaders, advisers, and/or student members. Value $5,000.

Market Research

As part of the largest career student business organization in the world, FBLA-PBL student members and their advisers offer a wealth of knowledge that can help companies make data-driven decisions. FBLA-PBL offers partners the opportunity to conduct market research such as surveys or focus group research, offering quantitative and qualitative information.

Event Sponsorship

FBLA-PBL offers partners the opportunity to serve as presenting sponsors for various events throughout the year. Event sponsorship provides exclusive visibility and recognition in promotional materials and on-site. Inquire for more details.

CONTACT: ASHLEE WOODSON, SPONSORS & PARTNERS COORDINATOR
awoodson@fbla.org | 703-860-0842

MEMBERSHIP BY THE NUMBERS

FBLA & FBLA-MIDDLE DIVISIONS
- 200,000+ MEMBERS NATIONWIDE
- 5,200+ CHAPTERS IN 47 STATES AND 7 COUNTIES
- 10,000+ ADVISERS

PBL DIVISION
- 7,300+ MEMBERS NATIONWIDE
- 350+ CHAPTERS IN 47 STATES AND 7 COUNTIES
- 900+ ADVISERS

Strategic Partners are also recognized as sponsors, and enjoy the benefits and recognitions as outlined on the next pages.
ABOUT SPONSORSHIPS

FBLA-PBL sponsors have a shared mission and contribute to FBLA-PBL programs, such as the National Awards Program, and in return received promotional advantages.

STANDARD SPONSORSHIP AGREEMENTS INCLUDE:

Visibility

All FBLA-PBL sponsors are included on our Partners & Sponsors page on our website. The listing includes company’s address, URL, contacts, company description, product/service categories, and logo. Value: $500

Sponsors may add on their own landing page to highlight their benefits to members and/or advisers in FBLA-PBL. Value: $1,500

In addition, sponsor information is also shared in a special library section within our Leadership Community, an online networking space that is exclusive to our FBLA-PBL members.

Publicity

Sponsors have the opportunity to provide promotional content in two issue of FBLA-PBL’s signature publication, Tomorrow’s Business Leader (TBL). The content includes logo, URL, and up to 150 words.

TBL is distributed quarterly via print and online to members and advisers in all divisions: FBLA-Middle Level, FBLA, PBL, and Professional Division.

Conference Engagement

• The opportunity to present one, 45-minute educational workshop at the National Leadership Conference (NLC) and National Fall Leadership Conferences (NFLCs)

• $100 discount to exhibit (10’ x 10 standard booth with 8’ back drape and 3’ side drape) at the FBLA NLC

• Recognition as a sponsor through an onscreen display of your logo at the Awards of Excellence Ceremony

• A company representative may present the top ten awards onstage, as assigned by FBLA-PBL staff (FBLA audience = 11,000)

• Company representatives may assist in judging competitive events as assigned by FBLA-PBL staff

• Company name will be included in the Awards of Excellence program as a sponsor of the competitive event as assigned by FBLA-PBL staff

YOUR LASTING IMPACT

AT THE 2020 NATIONAL LEADERSHIP EXPERIENCE, FBLA-PBL HOSTED 11,500 VIRTUAL ATTENDEES AND AWARDED $145,300 IN SCHOLARSHIP PRIZES TO COMPETITORS THROUGH OUR NATIONAL AWARDS PROGRAM. YOUR SUPPORT AS A SPONSOR ALLOWS US TO RECOGNIZE AND AWARD FBLA-PBL MEMBERS FOR THEIR HARD WORK AND INITIATIVE.

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ADDITIONAL OPPORTUNITIES

Looking for other ways to directly support students? FBLA-PBL offers additional opportunities to promote visibility and support the organization.

EXHIBITORS

FBLA-PBL’s national conferences help students prepare for careers in business by focusing on academic competitions and leadership development. FBLA-PBL conferences are a great place to network and share resources with FBLA-PBL state leaders, advisers, and members.

For the National Leadership Conference (NLC) please refer to the Conference Exhibitor Prospectus for more information (available early spring). All conferences and gatherings are subject to public health and school limitations.

AFFINITY PROGRAMS

FBLA-PBL welcomes the opportunity to collaborate with companies with brands that work together toward our organization’s mission. Affinity program relationships include the development and promotion of marketing campaigns that will benefit each company individually and expose both to new audiences. FBLA-PBL affinity programs are required to contribute a $2,500 contribution to the FBLA-PBL National Awards Program. In doing so, companies will receive recognition as a National Sponsor at the FBLA-PBL National Leadership Conference.

NATIONAL UNIFORM CHALLENGE

Through the National Uniform Challenge, FBLA-PBL aims to provide one complete uniform for three members in each state representing our three student divisions: FBLA-Middle Level, FBLA-High School, and PBL-Collegiate. This provides the opportunity for students in good standing, who cannot afford a uniform due to their financial circumstances, the ability to acquire professional dress necessary to compete in the National Awards Program as well as to be polished for networking opportunities and job interviews. Companies may choose to make individual contributions or connect with FBLA-PBL to offer matching gifts.

SCHOLARSHIPS

FBLA-PBL is pleased to share scholarship opportunities unique to student members that align with our mission. Scholarship funding is imperative to the continued success of our FBLA-PBL members as they work to excel in college and beyond. Companies wanting to promote scholarships to FBLA-PBL members are required to contribute a $2,500 contribution to the FBLA-PBL National Awards Program. In doing so, companies will receive recognition as a National Sponsor at the FBLA-PBL National Leadership Conference.

ADVERTISING

Tomorrow's Business Leader

Tomorrow’s Business Leader® (TBL) is FBLA-PBL’s signature publication that provides content and resources for FBLA-Middle Level, FBLA, PBL, and Professional divisions. TBL features interviews with successful business leaders and articles on leadership, career exploration, college preparation, job-building skills, FBLA programs and services, and local chapter news.

TBL is published four times a year, with digital and print options available.

The primary audiences for TBL include state leaders, local chapter advisers, student members, and professional division members.

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