Missouri

FBLA

Sponsor & Exhibitor Guide

Missouri FBLA
2026 - 2027
mofbla.org

What is Missouri FBLA?

Future Business Leaders of America, Inc. (FBLA) is the largest business Career and Technical Student organization in the world with over 230,000 student members preparing for careers in business-related fields. The association is a 501(c)(3) not-for-profit corporation headquartered in Reston, VA.

Missouri FBLA has 14,000 members in over 500 schools across the state in three divisions - middle school, high school, and college - making it the fourth largest state chapter in the nation with the most local chapters.

Intra-curricular activities include career exploration, civic service, economic education, and technical skill advancement. FBLA also works to encourage and support entrepreneurship. FBLA inspires and prepares students to become community-minded business leaders in a global society through relevant career preparation and leadership experiences.

How can we support Missouri FBLA?

There are several opportunities throughout the year for Missouri FBLA advisers and students to meet across the state. Missouri FBLA hosts the State Leadership Conference (SLC) in the Spring. SLC is the pinnacle of the Missouri experience - more than 5,500 students compete for an opportunity to represent Missouri on the National Level. We plan to do it again this year!

Through a rigorous competitive events program, Missouri FBLA is able to prepare students with hands-on business skills in accounting, marketing, finance, management, and digital design. Students are also presented with leadership and community involvement activities, leadership opportunities, local business tours, and keynote presentations.

High School State Leadership Conference

SPRINGFIELD, MO | APRIL 11-13, 2027

Missouri FBLA is forecasting to host 5,500 Missouri high school students at the High School State Leadership Conference held in Springfield, MO. Serving as a conference sponsor or exhibitor allows you to be a part of the organization. You may interact directly with members, advisers, and staff, sharing your knowledge and expertise while discussing the many opportunities your business or organization offers. There are five (5) tiered sponsorship levels and additional options available including a la carte option, exhibiting opportunities and competitive event sponsorships.

PRESIDENTIAL

$10,000

exclusive sponsor level

- Recognition as Presidential Sponsor during all General Sessions
- Listed as sponsor and exhibitor in conference mobile event app
- Featured ad in conference mobile event app
- Presenting Sponsor for general session of choice, “Missouri FBLA Awards of Excellence Ceremony, Presented by XYZ Company”
- Speech or video at general session of choice (2-3 min)
- Four (4) sponsor-crafted posts on Missouri FBLA social media
- Attendee lanyards printed with sponsor & Missouri logos
- Two (2) guaranteed 45-minute workshops available
- Elite booth at College & Career Fair
- $5,000 worth of Competitive Event Sponsorship - ”Title of Event, Sponsored by XYZ Company."

EXECUTIVE

$7,500

limited to 2

- Recognition as Executive Sponsor during all General Sessions
- Listed as sponsor and exhibitor in conference mobile event app
- Ad in conference mobile event app
- Presenting sponsor for general session of choice (pending availability), “Missouri FBLA Opening Session, Presented by XYZ Company”
- Three (3) sponsor-crafted post on Missouri FBLA social media
- Spirit item with sponsor & Missouri FBLA logos
- One (1) guaranteed 45-minute workshop available
- Premier booth at College & Career Fair
- $3,000 worth of Competitive Event Sponsorship - ”Title of Event, Sponsored by XYZ Company."

Please complete and submit application form to sponsor@missourifbla.org by March 11, 2027

LEADER

$5,000

unlimited available

- Recognition as Leader Sponsor during all General Sessions
- Listed as sponsor and exhibitor in conference mobile event app
- Two (2) sponsor-crafted post on Missouri FBLA social media
- Adviser Hospitality room sponsor - “Adviser Hospitality, Sponsored by XYZ Company.”
- Premier booth at College & Career Fair
- $2,000 worth of Competitive Event Sponsorship - ”Title of Event, Sponsored by XYZ Company."

BUSINESS

$2,500

unlimited available

- Recognition as Business Sponsor during all General Sessions
- Listed as sponsor and exhibitor in conference mobile event app
- One (1) sponsor-crafted post on Missouri FBLA social media
- State Officer Team sponsor - “State Officer Team, Sponsored by XYZ Company”
- Premier booth at College & Career Fair
- $1,000 worth of Competitive Event Sponsorship - ”Title of Event, Sponsored by XYZ Company"

FUTURE

$1,500

unlimited available

- Recognition as Future Sponsor during all General Sessions
- Listed as sponsor and exhibitor in conference mobile event app
- Standard booth at College & Career Fair
- One (1) sponsor-crafted post on Missouri FBLA social media
- $500 worth of Competitive Event Sponsorship - ”Title of Event, Sponsored by XYZ Company."

Please complete and submit application form to sponsor@missourifbla.org by March 11, 2027

Additional Options

CONFERENCE APPLICATION

Includes a LeadershipEXPO Booth, a sponsor recognition post on all social media platforms, and a cobranded cover image on the conference mobile event app that all attendees will download.

$2,000APP

WORKSHOP PRESENTATION

Workshops are an integral component of the Missouri FBLA experience, allowing members to custom build a schedule of learning and networking. Workshops are scheduled in 45-minute intervals on Sunday & Monday and are limited in availability. Audience size will vary on date and location. Presenters and descriptions are listed in the conference mobile event app.

$500
PER WORKSHOP

SOCIAL MEDIA POSTS

Social media is a vital aspect of the conference, and is used to not only communicate with conference attendees, but those monitoring the program from home. Sponsors may submit social media posts, and, subject to approval, have them posted at specific times during the conference.

$250
MULTI-OUTLET
FACEBOOK
INSTAGRAM

GENERAL DONATION

Missouri FBLA provides a unique conference experience for more than 5,000 individuals. This conference experience is funded through conference registrations and contributions from sponsors. Students are rewarded every year at the State Leadership Conference.

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LeadershipEXPO

MONDAY, APRIL 12, 2027

COLLEGE & CAREER FAIR | LEADER LOUNGE

The LeadershipEXPO is the epicenter on the final competitive events day for advisers, students, and partners of Missouri FBLA to connect at the HS State Leadership Conference. This provides a personal, one-on-one atmosphere.

The College & Career Fair is held in conjunction with the Leader Lounge (a collection of leadership activities). Colleges/universities, businesses, and partners are welcome to communicate with students and distribute information, resources and materials.

ELITE $650	two (2) standard tables with four (4) chairs Booth with high traffic, advance placement
PREMIER $400	One (1) standard table with two (2) chairs Booth with high traffic, no advance placement
STANDARD $250	One (1) standard table with two (2) chairs Booth with no advance placement

Please complete and submit application form to sponsor@missourifbla.org by March 11, 2027

FREQUENTLY ASKED QUESTIONS

Q. DO I HAVE TO PHYSICALLY ATTEND THE CONFERENCE IN ORDER TO SPONSOR?

A. While Missouri FBLA does not require your presence at the conference, depending on the sponsorship level or options, your presence is highly encouraged to receive the full experience and fully engage with members.

Q. WHAT DEADLINES DO I NEED TO MEET AS AN ORGANIZATION?

A. After your organization selects a sponsorship package, you will receive details on deadlines to receive copy, advertisements, and additional information. Missouri FBLA recommends confirming your selection by March 11!

Q. WHAT ARE MY HOUSING OPTIONS ON-SITE AT SLC?

A. All sponsors are welcome to make use of our Housing Portal when booking accommodations in Springfield. Housing is made available to all conference participants in late February. Room rates and applicable fees are the responsibility of the sponsor.

Q. IF THERE ARE ADDITIONAL AREAS I MAY BE INTERESTED IN SPONSORING, HOW SHOULD I INQUIRE?

A. Our sponsorship opportunities are made available early to ensure sponsors and Missouri FBLA have time to process all information. If there are additional areas your organization is interested in being a part of, we recommend reaching out ASAP to sponsor@missourifbla.org

Q. CAN I COMMUNICATE WITH MEMBERS OR ADVISERS PRIOR TO THE STATE LEADERSHIP CONFERENCE?

A. There are limited opportunities to speak with members or advisers prior to the conference. Some elements of leveled sponsorships contain social media posts that can be posted in advance. Additionally, a booth at the LeadershipEXPO will allow communication with members and advisers. For additional opportunities to connect outside of the State Leadership Conference, please reach out to sponsor@missourifbla.org

PARTNER
& HELP US BUILD BUSINESS LEADERS

MOFBLA.ORG/SPONSOR

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SCAN HERE