July 15th, 2017

Dear Prospective Business Partner:

The Portland High School DECA Chapter was started in 2014 and has grown immensely over the past three years. If you are unfamiliar with the organization, DECA is “An Association of Marketing Students.” It helps develop emerging leaders and entrepreneurs in marketing, finance, hospitality and management, while taking time to help out in our community. During the next year, we will be taking part in different community service efforts as well as participating in marketing competitions at the district, state, and international level against other DECA members from high schools around the globe with the opportunity to win college scholarships. This year the DECA International Competition will be hosted in Atlanta, Georgia with an average of 19,000 members in attendance!

The experience we have gained thus far through DECA helps us prepare for our dreams and goals in our future careers. Many of our initiatives this year will require some financial backing for things such as bus rentals and hotel stays for competition trips, professional dress attire for members who cannot afford it, leadership development trips, and volunteer activities and community service projects. We would also like to reduce the expense of competition and travel so that these opportunities are open to more students. By creating business partnerships with businesses like you, our success is made possible!

The goal of the PHS DECA Business Partnership Program is to create a mutually beneficial relationship between the DECA chapter and businesses within our community. We hope that through this partnership, we can promote your business and in turn drive more customers to your business. The relationships we have with our business partners are a vital part of our marketing education program; DECA members receive first hand examples on how business relationships work in the real world through participation in partnerships.

Last school year we launched our tiered business partnership initiative, and we received great feedback from many of our business partners. The different levels/tiers allow businesses to choose how involved they want to be with our DECA program. The three tiers (Silver, Gold, and Platinum) membership benefits and costs are fully explained on the flyer in this packet outlining all details of the program. Remember that all levels of partners can serve as judges as local DECA competitions. Judging is a great opportunity to see what DECA is really all about and how hard our students work and prepare to show off their marketing skills.

Thank you for your time and consideration. We hope we will be able to begin our business partnership with you in the near future! You can expect a follow up visit or call from a member of our officer team within the next week to answer any questions you may have. If you have any specific questions, feel free to reach out to our advisor, Ms. Mary Beth Allen, at (615) 325-9201 ext. 31349 or email her at marybeth.allen@sumnerschools.org

Sincerely,

Tannah Groves, Chief Executive Officers for PHS DECA

Addison Dorris and Cody Hunter, Vice Presidents of Business Partnerships and Career Development for PHS DECA

Mary Beth Allen, Marketing Teacher/DECA Advisor at Portland High School