

USA[®] United States Academic Decathlon[®]

2017–2018 Sponsorship Opportunities

Academic Decathlon[®], the premier national scholastic competition for high school students, was created to provide opportunities for students to experience the challenges of rigorous team and individual competition. The ten-event academic program strives to foster a greater respect for knowledge, to promote wholesome inter-school academic competition, and to further develop student communication skills. A unique aspect of Academic Decathlon[®] is that it is designed to include students from all academic abilities. Each nine-member team consists of three “A”, “B”, and “C or below” students. A new theme of study is established every year with topics that are relevant, current and challenging.



The 37th Annual USAD National Competition will be held April 19th–21th, 2018 in Frisco, Texas. This year's competition theme is Africa.

Business partners participating in USAD Academic Program sponsorship opportunities realize increased market exposure and good will.

The non-profit United States Academic Decathlon[®] program would not be possible without the generous support of sponsors and partners in each state and at the national level. In acknowledgment of their contributions, we are excited to offer these companies and organizations opportunities to realize greater market exposure and goodwill among all our students and their families and communities.

Subject to Board approval. For more information, please contact the USAD Office at 712-326-9589 | info@usad.org | www.usad.org

2017–2018 Sponsorship Opportunities	Platinum \$250,000	Gold \$100,000	Silver \$50,000	Bronze \$25,000	Honors \$15,000	Scholastic \$5,000
Receive naming rights to the National Competition	▪					
Name of organization on all materials for the National Competition	▪					
Website co-sponsorship	▪					
Promotion of sponsor through website	▪					
Ongoing recognition through state communications	▪					
Consultant on the Curriculum Committee	▪					
Acknowledgement as presenting sponsor during public address announcements	▪	▪				
Board representation	▪	▪				
Recognition/logo on all nationals promotions and promotional materials	▪	▪				
Recognition in all newspaper ads	▪	▪				
Acknowledgement as presenting sponsor on all printed materials, announcements, press releases, banners, signs, flyers, posters	▪	▪	▪			
Full-page advertisement in event program	▪	▪	▪ (1/2 Page)	▪ (1/4 Page)		
Logo identification on national public service announcements	▪	▪	▪	▪		
Logo identification on all collateral material	▪	▪	▪	▪		
Acknowledgement/logo identification in national press kits	▪	▪	▪	▪		
Number of dedicated Facebook Posts and Twitter Tweets	8	6	4	2		
Banner display at Super Quiz™, Speech Showcase, Awards Banquet	▪	▪	▪	▪	▪	
Company Description on USAD Sponsor Page	▪	▪	▪	▪	▪	
Logo and Link on USAD Website	▪	▪	▪	▪	▪	
Listing on Sponsor Page of Website	▪	▪	▪	▪	▪	▪
Presentation of award(s) by your company representative at awards banquet	▪	▪	▪	▪	▪	▪
Exhibit space during event registration	▪	▪	▪	▪	▪	▪
Opportunity to provide promotional items to be included in the National Competition hospitality bags for the 2017–2018 year	▪	▪	▪	▪	▪	▪
VIP tickets to the Awards Banquet for the 2017–2018 year	▪	▪	▪	▪	▪	▪
Commemorative plaque	▪	▪	▪	▪	▪	▪

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