154,490 members

3,928 attended 2014 National Cluster Meetings

7,940 attended 2015 National Leadership Conference

FCCLA Gets Connected on Social Media!

Facebook: 10,533
Twitter: 7,656
Instagram: 2,610

10,818,933 people reached by STAR Events
Family, Career and Community Leaders of America, Inc. (FCCLA) is a nonprofit national Career and Technical Student Organization for young men and women in Family and Consumer Sciences education in public and private schools through grade 12.

**WHAT**

The Ultimate Leadership Experience

FCCLA is the only career and technical in-school student organization with the family as its central focus. Participation in national programs and chapter activities helps members become strong leaders in families, careers, and communities.

Involvement in FCCLA offers members the opportunity to expand their leadership potential and develop skills for life — planning, goal setting, problem solving, decision making, and interpersonal communication — necessary in the home and workplace.

**WHO**

10 million youth since 1945

150,000 members

6,000 advisers

**WHERE**

48 states including Puerto Rico and the Virgin Islands

**GOVERNANCE**

Ten national officers (student members) are elected by the voting delegates at the annual FCCLA National Leadership Conference to represent the membership and serve as the FCCLA National Executive Council (NEC).

- The National Board of Directors is composed of adult representatives from education and business, and four NEC representatives.

- State associations and local chapters elect their own youth officers. State programs come under the direction of Family and Consumer Sciences education staff. On the local level, chapter advisers are Family and Consumer Sciences teachers.

**FINANCIAL & COOPERATIVE SUPPORT**

FCCLA is supported primarily by student membership dues. Additional funds are raised from individuals, corporations, and foundations. FCCLA is endorsed by the U.S. Department of Education (Office of Career, Technical, and Adult Education), National Association of Secondary School Principals (NASSP), and the American Association of Family and Consumer Sciences (AAFCS).
NATIONAL LEADERSHIP CONFERENCE
Each summer, more than 8,000 students and advisers gather to elect the new National Executive Council, participate in competitive events, attend dynamic general sessions, and explore ways to enhance their leadership skills in their families, careers, and communities.

8,000 attendees

NATIONAL CLUSTER MEETINGS
Each fall, nearly 4,000 students and advisers from FCCLA chapters all over the country convene to share ideas, learn about exciting programs offered by FCCLA, and develop leadership skills.

4,000 attendees

STATE ADVISERS MANAGEMENT MEETING
Each winter, key state decision-makers meet to learn about FCCLA national updates and to develop and strengthen their state association management skills. These state advisers directly influence FCCLA chapter advisers across the country.

CAPITOL LEADERSHIP
Each year, student leaders from across the country visit the nation’s capitol to meet with elected officials, learn about government relations, develop leadership skills, and participate in team trainings.
FCCLA offers opportunities to sponsor various activities throughout the year. The support from FCCLA sponsors and partners makes a difference in the lives of our country’s youth, preparing them to be leaders in their families, careers, and communities.

**ADVERTISING**

**TEEN TIMES**

*Teen Times* is the official national magazine, produced four times during the school year. It reaches more than 150,000 FCCLA members and over 6,000 advisers nationwide.

**THE ADVISER**

*The Adviser* is a semi-annual publication that reaches over 6,000 Family and Consumer Sciences educators and university Family and Consumer Sciences teacher educators nationwide.

**CHAPTER MAILINGS**

Every fall, over 6,000 Family and Consumer Sciences educators and other stakeholders receive a chapter mailing, providing essential FCCLA updates and an opportunity for partners and sponsors to reach this key audience.

**EXHIBITING**

- Interact with and influence Family and Consumer Sciences educators, decision-makers, and students attending a nationally sponsored conference.
- Participation in an exhibit program includes opportunity to apply to present a workshop.

**COLLEGE & CAREER EXPO**

Receive access to a large group of proactive student leaders who are highly motivated in researching additional education and various career paths that will shape their future.
Sponsorship Opportunities

SPONSORSHIP

• National Cluster Meeting Program
• National Leadership Conference Program
• National Conference Poster
• National Conference Speaker(s)
• National Conference Promotional Video
• Meal Function (i.e., break, lunch, reception, etc.)
• Promotional Item Sponsorship (i.e., lanyards, delegate bags, t-shirts, etc.)
• Competitive Events Award Sponsorship
• Competitive Events Scholarship Sponsorship
• National Program Award Sponsorship

BENEFITS OF PARTNERSHIP

Valuable exposure for your organization through:

• recognition during a national meeting opening general session
• recognition in a national meeting program
• recognition in Teen Times, as applicable
• signage at every sponsored event
• link to your website on the FCCLA website

Competitive Events

SKILL DEMONSTRATION EVENTS

Skill Demonstration Events provide opportunities for members to demonstrate college- and career-ready skills in Family and Consumer Sciences and related occupations.

STUDENTS TAKING ACTION WITH RECOGNITION

National competitive events in which members are recognized for proficiency and achievement in chapter and individual projects, leadership skills, and career preparation.
FCCLA national programs build and strengthen students’ leadership skills.

Career Connection guides young people to link their options and skills for success in careers, families, and communities.

Families First guides young people to create peer education outreach through which students gain a better understanding of how families work and learn skills to become strong family members.

Japanese Exchange – FCCLA members are selected for scholarships to travel to Japan for four to six weeks and live with a Japanese host family to experience the day-to-day life of another country and its people.

Power of One helps young people find and use their personal power by setting goals, working to achieve them, and enjoying their results.

Student Body guides young people to create peer education outreach that helps peers discover and practice how to be healthy, fit, real, and resilient.

FACTS (Families Acting for Community Traffic Safety) guides young people to create peer education outreach where they strive to save lives through seat belt use, safe driving habits, and sober driving.

Financial Fitness guides young people to create peer education outreach that involves students teaching peers how to make, save, and spend money wisely.

Leadership Service In Action guides students to develop, plan, carry out, and evaluate projects that improve the quality of life in their communities.

STOP the Violence – Students Taking On Prevention guides young people to create peer education outreach that empowers students with attitudes, skills, and resources to recognize, report, and reduce youth violence.

National Program Awards Sponsorship

$3,500

Benefits include: Identification as sponsor on the FCCLA national website, during general session multimedia presentation, and in the FCCLA National Leadership Conference program. Opportunity to present awards on stage at the FCCLA National Leadership Conference during general sessions with over 8,000 attendees.
Exhibit & College Expo Opportunities

**WHAT**

- Direct exposure to FCCLA members from across the country, including Family and Consumer Sciences teachers, decision makers, and highly motivated middle and high school students
- Opportunity to present a workshop to members and advisers
- Company listing and description in meeting program

**WHO**

- 8,000 attendees at National Leadership Conference
- 4,000 attendees at National Cluster Meetings

**WHEN**

- November 20-22, 2015
  National Cluster Meetings
- July 3-7, 2016
  National Leadership Conference

**WHERE**

- Dallas, TX
  National Cluster Meetings
- Indianapolis, IN
  National Cluster Meetings
- San Diego, CA
  National Leadership Conference

**BENEFITS**

**FEES**

<table>
<thead>
<tr>
<th>National Leadership Conference</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>10x10 Standard</td>
<td>$950</td>
</tr>
<tr>
<td>10x10 Corner</td>
<td>$1,100</td>
</tr>
<tr>
<td>10x20 Standard</td>
<td>$1,750</td>
</tr>
<tr>
<td>10x20 Corner</td>
<td>$1,900</td>
</tr>
<tr>
<td>College &amp; Career Expo</td>
<td>$500</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>National Cluster Meetings</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Tabletop Exhibit</td>
<td>$300</td>
</tr>
<tr>
<td>College &amp; Career Expo</td>
<td>$125</td>
</tr>
</tbody>
</table>

**HOW TO REGISTER**

Online at fcclainc.org/meetings

Questions? Contact Heather Davis, Partnership Manager, at hdavis@fcclainc.org.
Teen Times Advertising

AD RATES

Printed Issue
- Back Cover: $5,000
- Inside Cover: $4,500
- Full Page: $3,000
- 1/2 Page: $2,000
- 1/4 Page: $1,000
- 1/6 Page: $800

Digital Issue
- Back Cover: $2,500
- Inside Cover: $2,000
- Full Page: $1,500
- 1/2 Page: $1,000
- 1/4 Page: $600
- 1/6 Page: $300

WHO

150,000
FCCLA members

6,000
advisers

WHEN

4 times a year

Jan/Feb  Sept/Oct
Mar/Apr  Nov/Dec

EDITORIAL SCHEDULE

Digital November/December 2015 Issue
- Reservation deadline: August 31
- Artwork deadline: September 11
- Drop date: November 2

Digital January/February 2016 Issue
- Reservation deadline: October 30
- Artwork deadline: November 13
- Drop date: January 4

Digital March/April 2016 Issue
- Reservation deadline: December 28
- Artwork deadline: January 8
- Drop date: March 1

Printed September/October 2016 Issue
- Reservation deadline: June 17
- Artwork deadline: June 30
- Drop date: August 15

<table>
<thead>
<tr>
<th>Page Type</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>8” W x 10.5” H</td>
</tr>
<tr>
<td>1/2 Page Horizontal</td>
<td>8” W x 5.125” H</td>
</tr>
<tr>
<td>1/2 Page Vertical</td>
<td>3.375” W x 9.75” H</td>
</tr>
<tr>
<td>1/4 Page Square</td>
<td>4.5” W x 4.625” H</td>
</tr>
<tr>
<td>1/6 Page Horizontal</td>
<td>4.5” W x 2.25” H</td>
</tr>
<tr>
<td>1/6 Page Vertical</td>
<td>2.25” W x 4.625” H</td>
</tr>
</tbody>
</table>
Welcome to a new year of school and FCCLA! We hope that you’ve had a restful summer and a great start with your students and chapters. As an adviser, you play a very important part in our organization, serving as a motivator, encourager, organizer, coach, and mentor for your members. We couldn’t do what we do without you! Thank you for your dedication to the organization and to today’s teens.

We’re excited to unveil the new theme for this year: EMPOWER. The theme speaks to making the right choices and committing yourself to making a positive impact within your family, your school, FCCLA, and your community. The logo that accompanies this theme shows the reverse “mepower” to illustrate that the power to achieve this impact lies within all of us. We’ll use this theme throughout the year for our meetings and publications. For this issue of The Adviser, we’ll check out how we can empower each other through service.

The EMPOWER theme also helps us live out our organization’s mission.

**FCCLA Mission:**
To promote personal growth and leadership development through Family and Consumer Sciences education. Focusing on the multiple roles of family member, wage earner, and community leader, members develop skills for life through character development, creative and critical thinking, interpersonal communication, practical growth, and career preparation.

So, advisers, how will you empower yourself and others through your involvement in FCCLA this year? Set your sights high, make concrete plans, and discover what it means to be an empowered leader through FCCLA! We look forward to a fantastic year partnering with you.

### In this issue...
- **Empower** ......................................1
- **Executive Director Letter** ............2
- **Growth Mindset** ...........................3
- **Starting a Successful Year** ..........4
- **Student Body** ...............................5
- **Say Yes to FCS** ............................6
- **Connecting Service to the Curriculum** ...................................7
- **Get Growing with National Programs** .....................................8
- **National Cluster Meetings** ...........9

### Other Issues
- **October 2015**
- **November 2015**
- **February 2016**
- **April 2016**

### Chapter Mailing Inserts
- **Fall 2016 Issue**
  - Reservation deadline: July 1
  - Artwork deadline: August 1
  - Drop date: September 1
- **Winter 2016 Issue**
  - Reservation deadline: November 1
  - Artwork deadline: November 21
  - Drop date: January 11

### Chapter Mailings
- **Fall 2015 Issue**
  - Reservation deadline: August 1
  - Artwork deadline: August 28
  - Drop date: October 19
- **Winter 2016 Issue**
  - Reservation deadline: November 1
  - Artwork deadline: November 21
  - Drop date: January 11

Chapter Mailings are an essential source for FCCLA updates and an opportunity for sponsors and partners to reach a key audience.
### Conference Sponsorships

**WHAT**

**SPONSORSHIP OPPORTUNITIES**

- **2015 National Cluster Meetings (2 locations)**
  - Lanyards: $5,000
  - Bags: $5,000
  - Program Ads: Starting at $500
  - Branded Mobile Charging Station: $2,000 each
  - Meal Function: Starting at $3,000
  - Speaker: Starting at $5,000
  - Conference Bags Insert: $500
  - T-Shirt: Starting at $5,000
  - Skill Demonstration Event Trophies: $3,500

- **2016 Capitol Leadership Training**
  - Promotional Video: $6,000
  - Poster: $5,000
  - Lanyards: $1,000
  - Bags: $1,500
  - Program Ad Price: Starting at $500
  - Branded Mobile Charging Station: $2,000 each
  - Meal Function: Starting at $2,000
  - Speaker: Starting at $3,000
  - T-Shirt

- **2017 National Leadership Conference**
  - Promotional Video: $6,000
  - Poster: $7,000
  - Lanyards: $10,000
  - Bags: $10,000
  - Program Ads: Starting at $1,000
  - Branded Mobile Charging Station: $2,000 each
  - Meal Function: Starting at $5,000
  - Speaker: Starting at $5,000
  - Conference Bags Insert: $1,000
  - T-Shirt: Starting at $5,000

**WHO**

8,000 anticipated attendees  
National Leadership Conference  
**July 3-5, 2016**  
San Diego, CA

4,000 anticipated attendees  
National Cluster Meetings  
**November 20-22, 2015**  
Dallas, TX  
Indianapolis, IN

**BENEFITS**

- Identification as sponsor on the FCCLA national website
- Identification as sponsor during general session multimedia presentation
- Signage as an official sponsor
- Customized recognition packages are available
STAR Event Sponsorships

**WHAT**

Event sponsorships connect your business, industry, or organization with high performing youth, who will be the leaders in their career fields.

**WHY**

- Direct access to national student winners, who are the leaders in their event areas.
- Opportunity to connect with over 8,000 National Leadership Conference delegates, including more than 4,000 STAR Event participants and 2,000 Family and Consumer Sciences teachers, all part of a national infrastructure of more than 6,000 FCCLA chapter advisers in schools across the country and more than 150,000 FCCLA chapter members in 48 state associations.
- Receive acknowledgement in STAR Event press release.
- Identification as sponsor on the FCCLA national website, in the Competitive Events Guide, in the FCCLA National Leadership Conference program, during the National Leadership Conference general session multimedia presentation, and during the STAR Events Recognition Sessions event medal presentation.

**BENEFITS**

- In-kind sponsorships are available and provide great value to our organization. Administrative fees may apply. If you have a sponsorship idea, please contact us and we would be happy to customize a package.

For additional STAR Events information and guidelines, visit the FCCLA national website, [www.fcclainc.org](http://www.fcclainc.org).
In-kind sponsorships are available and provide great value to our organization. Administrative fees may apply. If you have a sponsorship idea, please contact us and we would be happy to customize a package.

For additional STAR Events information and guidelines, visit the FCCLA national website, www.fcclainc.org.
RESERVE YOUR AD SPACE

THE ADVISER

☐ Fall  ☐ Winter
☐ Back Cover  $2,500
☐ Full Page  $1,500
☐ 1/2 Page  $800
☐ 1/4 Page  $500

Chapter Mailing Insert
☐ 6" x 9" folded  $1,500

CONTACT INFORMATION

Contact Name: ______________________________________________________________________________________________________________________________

Company Name: ______________________________________________________________________________________________________________________________

Title: _______________________________________________________________________________________________________________________________________

Address: _______________________________________________________________________________________________________________________________________

City, State, Zip: ______________________________________________________________________________________________________________________________

Telephone: _______________________________________________________________________________________________________________________________________

Email: _______________________________________________________________________________________________________________________________________

Web Address: _____________________________________________________________________________________________________________________________

The undersigned hereby makes application for advertising space with FCCLA. The acceptance of this application shall be at the sole discretion of FCCLA, and upon acceptance this application becomes a contract. FCCLA reserves the right to reject copy that is deemed inappropriate to the policies and standards of FCCLA. Advertisers and agencies assume liability for all content of printed advertising and assume responsibility for any claims with regard to printed advertising that may be made against the publisher.

Signature: __________________________________________________________________________________________

PAYMENT INFORMATION

☐ Credit (VISA or MasterCard)

Credit Card Number ___________________________________ Exp Date ______________________

Name as it appears on card ________________________________________________

Signature

☐ Check (payable in US currency to FCCLA)

Send applications with payment to:
Heather Davis, Partnership Manager (hdavis@fcclainc.org)
1910 Association Drive, Reston, VA 20191
Become a Sponsor

2015 National Cluster Meetings (2 locations)
- Lanyards: $5,000
- Bags: $5,000
- Program Ads: Starting at $500
- Branded Mobile Charging Station: $2,000 each
- Meal Function: Starting at $3,000
- Speaker: Starting at $5,000
- Conference Bags Insert: $500
- T-Shirt: Starting at $5,000
- Skill Demonstration Event Trophies: $3,500

2016 Capitol Leadership Training
- Promotional Video: $6,000
- Poster: $5,000
- Lanyards: $1,000
- Bags: $1,000
- Program Ad Price: Starting at $500
- Branded Mobile Charging Station: $2,000 each
- Meal Function: Starting at $2,000
- Speaker: Starting at $3,000
- T-Shirt: Starting at $5,000

2016 National Leadership Conference
- Promotional Video: $6,000
- Lanyards: $10,000
- Bags: $10,000
- Program Ads: Starting at $1,000
- Branded Mobile Charging Station: $2,000 each
- Meal Function: Starting at $5,000
- Speaker: Starting at $5,000
- Conference Bags Insert: $1,000
- T-Shirt: Starting at $5,000

2017 National Leadership Conference
- Promotional Video: $6,000
- Poster: $7,000
- Lanyards: $10,000
- Bags: $10,000
- Program Ads: Starting at $1,000
- Branded Mobile Charging Station: $2,000 each
- Meal Function: Starting at $5,000
- Speaker: Starting at $5,000
- Conference Bags Insert: $1,000
- T-Shirt: Starting at $5,000

STAR Events
- Promotional Video: $6,000
- Lanyards: $10,000
- Bags: $10,000
- Program Ads: Starting at $1,000
- Branded Mobile Charging Station: $2,000 each
- Meal Function: Starting at $5,000
- Speaker: Starting at $5,000
- Conference Bags Insert: $1,000
- T-Shirt: Starting at $5,000

FCCLA/LifeSmarts Knowledge Bowl
- $5,000

Skill Demonstration Events
- $2,500

CONTACT INFORMATION

Contact Name: 
Company Name: 
Title: 
Address: 
City, State, Zip: 
Telephone: 
Email: 
Web Address: 
Signature: 

PAYMENT INFORMATION

- Credit (VISA or MasterCard)

Credit Card Number: 
Exp Date: 

Name as it appears on card: 

Signature: 

- Check (payable in US currency to FCCLA)

Send applications with payment to:
Heather Davis, Partnership Manager (hdavis@fcclainc.org)
1910 Association Drive, Reston, VA 20191