



2021 – 2022

North Dakota PBL

Corporate Partner Guide

Show your support for tomorrow's
business leaders, today!



@NorthDakotaPBL
www.nd-fbla.org/PBL





Welcome to PBL!

You have taken the first step towards partnering with the best and brightest business students in the region. We're happy to have you!

As the largest student-led collegiate business organization in the nation, Phi Beta Lambda is dedicated to developing competent, competitive, and driven business leaders. North Dakota PBL members vary from first-year students who have just set foot on campus to super-seniors completing their graduate thesis. While a majority of our members are business students, we welcome all majors. From economics to elementary education, everyone finds ways to grow and develop their skills in North Dakota PBL. Our members are drawn from post-secondary schools around the state. We are at an exciting time for North Dakota PBL!

This year, "Success Starts Here" with our North Dakota PBL members, and we would love to have your organization play a part in their journey. Involvement with various organizations throughout North Dakota is key to sustaining our continued membership growth. Through numerous competitive events and training, we offer our members the chance to apply their classroom skills in real-world scenarios. Our members also benefit immensely from your organization's expertise and knowledge during their academic career as they prepare to enter the workforce. You will even have many opportunities throughout the year to interact with our members at various events and conferences. We want your expertise and knowledge to help better our members!

We could not be more excited to tell you about the many different ways you can be involved with North Dakota PBL for this upcoming year. As you explore this guide, please reach out to me or any member of the officer team if you have any questions! Contact information for our team is located at the end of this guide. I hope that you find this guide as a useful tool for exploring the endless possibilities for involvement with our organization.

We look forward to working with you!

Sincerely,

Tanner Thompson
State President
North Dakota Phi Beta Lambda



About PBL

The Collegiate Division of FBLA-PBL

MEMBERSHIP



PROGRAMS

COMPETITIVE EVENTS

60+ academic competitions

LEADERSHIP DEVELOPMENT & RECOGNITION

Career & Membership Achievement Program (CMAP)

CONFERENCES

PBL Career Connections Conference
500+ attendees, 1 location

National Leadership Conference (NLC)
*1,200+ attendees, includes
Institute for Leaders*

WHY SHOULD STUDENTS JOIN?

Academic Competitions



Career Preparation



Networking



Scholarships



Travel



Discounts



ABOUT FBLA-PBL

Future Business Leaders of America-Phi Beta Lambda, Inc. is the largest career student business organization in the world.

Each year, FBLA-PBL helps over 230,000 members in 3 divisions prepare for careers in business.

FBLA-Middle Level FBLA PBL





Building Tomorrow's Business Leaders. Today.



“I took it upon myself to reactive the NDSU Chapter of Phi Beta Lambda. I now serve as the NDSU PBL Chapter President and grew the chapter to include thirteen paid and active members in only four months. Having the opportunity to start this organization has allowed me to help others become better leaders and better officers. The opportunity to start a student organization and grow it to something so impactful in the NDSU College of Business coupled with the opportunities I have had to meet new students and business professionals is one that has changed my life, and I will be forever thankful to this organization.” – Casondra Rutschke, 2017

With chapters around the state, partnering with North Dakota Phi Beta Lambda ensures that your brand will receive recognition with students from around the region.





2022 North Dakota PBL State Leadership Conference

April 8-9 ♦ Bismarck, North Dakota



- ♦ Dynamic Speakers
- ♦ Service Events
- ♦ Competitive Events
- ♦ Networking Opportunities

Success starts here at the 2022 ND PBL SLC!

We invite you to help North Dakota students to start their journey for success with North Dakota PBL in Bismarck!



*Serving as a conference partner allows you to be a part of the organization, working side by side with our members. You can interact directly with members, advisers, and staff, sharing your knowledge and expertise while discussing the many opportunities your business or organization offers. We offer three tiers to our conference sponsorship structure: **Premiere, Prestige, and Platinum**. All three present different opportunities and benefits as outlined on the next page.*



Partnership Levels

Platinum Conference Partner \$1,000+

- ◆ Logo placed on conference name tags for all attendees
- ◆ Customizable full-page message printed in the conference guide distributed to all attendees
- ◆ Logo printed on conference banner as platinum partner
- ◆ Opportunity to present an opening speech at the Evening Banquet on April 8th or the Awards of Excellence Program on April 9th
- ◆ Two tickets to the Banquet on the evening of April 8th
- ◆ Logo will be placed on the conference pre-show presented before every general session

Prestige Conference Partner \$500 - \$999

- ◆ Customizable message printed in the conference guide distributed to all attendees
- ◆ Logo printed on conference banner as prestige partner
- ◆ Opportunity to present an opening speech at the Evening Banquet on April 8th or the Awards of Excellence Program on April 9th
- ◆ Two tickets to the Banquet on the evening of April 8th
- ◆ Logo will be placed on the conference pre-show presented before every general session

Premiere Conference Partner \$350 - \$499

- ◆ Customizable message printed in the conference guide distributed to all attendees
- ◆ Logo printed on conference banner as premiere partner
- ◆ Opportunity to present an opening speech at the Evening Banquet on April 8th or the Awards of Excellence Program on April 9th
- ◆ Logo will be placed on the conference pre-show presented before every general session

All sponsorship levels come with the ability to distribute promotional materials throughout the conference center* and being promoted on the ND PBL website and social media.

**Interested in other options? Questions?
Let us know, and we will work with you to develop a
custom solution for your business!**

**North Dakota FBLA-PBL is a certified nonprofit 501 (c)(3) education association.
All contributions are tax-deductible.**

** All materials must be approved before the conference and must fall within the conference center guidelines. All fees incurred from the partner materials will be billed to the appropriate partner.*



Competitive Event Sponsorship

Competitive events are the heart and soul of North Dakota PBL. With events ranging from sports management to accounting concepts, our comprehensive program gives our members the opportunity to practice real-world scenarios and receive recognition for excellence in business and career-related areas. PBL competitive events also prepare college students for the workforce by expanding their classroom experience with real-world scenarios.

Competitive Event Sponsorship \$250

+ \$50 award for 1st Place Winner *(optional)*

All Competitive Event Sponsorships Include:

- ◆ Logo placed on screen during the announcement of the winners for your chosen event during the Awards of Excellence Program
- ◆ Name printed in the conference guide distributed to all attendees
- ◆ Opportunity to present the awards to the winners of your chosen event in person at the Awards of Excellence Program on April 9th
- ◆ Opportunity to judge the event of your choosing



"Before the State Leadership Conference, I had just switched my major to Finance and was second-guessing myself. When I won the Financial Concepts Competitive Event at the 2017 State Leadership Conference, I was reassured that I made the right choice. The Competitive Events I participated in gave me confidence in myself and my professional skills." - Miranda Letzring, 2017

Please see the list on the next page for a current list of our competitive events.

Not sure which one to pick? Reach out to an officer to help you find the perfect event!

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Competitive Events

Chapter Events

Community Service Project
Local Chapter Annual Business Report

Team Events

Business Ethics
Business Law
Business Presentation
Desktop Publishing
Emerging Business Issues
Financial Services
Global Analysis & Decision Making
Hospitality Management

Human Resource Management
Management Analysis & Decision Making
Marketing Analysis & Decision Making
Parliamentary Procedure
Sales Presentation
Small Business Management Plan
Social Media Marketing
Website Design

Individual Events

Accounting for Professional
Accounting Principles
Administrative Support Technology
Business Communication
Client Service
Computer Concepts
Cyber Security
Entrepreneurship Concepts
Financial Concepts
Future Business Educator
Future Business Executive
Help Desk
Impromptu Speaking
Information Management
Insurance Concepts

Job Interview
Justice Administration
Macroeconomics
Management Concepts
Marketing Concepts
Microeconomics
Networking Concepts
Organizational Behavior & Leadership
Personal Finance
Programming Concepts
Project Management
Public Speaking
Retail Management
Sports Management & Marketing
Statistical Analysis



Executive Board

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