

# FUN FACTS

What is DECA Ontario? DECA Ontario is Canada's largest youth business organization. It is a non-profit association run by a volunteer high school teachers, which hosts business case study competitions and conferences each year for all secondary schools right across the province.

## Key Facts:

- 11,500 + members across over 250 high schools in Ontario
- Over 60,000 students in the program since 1979
- DECA International has over 250,000 members worldwide
- The largest organizations in Canada recognize the power of DECA Ontario. Last year's partners included the Institute of Chartered Accountants of Ontario, University of Western Ontario Richard Ivey School of Business, TD Bank, BMO Financial Group, Moore's Clothing, Wrigley Canada, Magna International, and KPMG Consulting.



## What's in it for you?

### Marketing and Branding

Our 11,500 + members have joined DECA because they are the leaders in their schools and communities; these people are the **influencers and early adopters**, who are able to spread word-of-mouth about your brand if they approve of it.



Leverage this community of people - our Facebook page alone reaches between 4,000 and 10,000 people each week. Depending on the level of your contribution, you have a chance to be featured on our website, social media outlets, blog, conference programs, and even have a booth at one of our conferences.

## Recruiting

96% of our members go onto post-secondary education, compared to the national average of 26% (Statistics Canada, Labour Force Survey, 2006), and 23% of them will pursue Masters' Degrees. DECA Ontario is a collection of the **most intelligent and driven high school students** in Canada. This is your opportunity to make an impression on the next wave of prospective employees.

## Non-Profit Status and Charitable Status

By sponsoring DECA Ontario, you sponsor the dreams of ambitious high school students and the future of our economy. DECA educates emerging leaders in marketing, finance, hospitality, and entrepreneurship, while giving students networking opportunities and leadership experiences that prepare them to compete in the 21st century economy. DECA Ontario is able to offer **charity tax receipts** for any donations we receive when they are donated to Toronto District School Board – DECA – Leadership Award.



## Find us On the Web



<http://www.deca.ca>



<http://www.facebook.com/DECAOntario>



<http://www.twitter.com/DECAOntario>



<http://www.youtube.com/user/DECAOntarioOfficial>



<http://www.deca.org>

# KEY DATES

**September 26, 2016:** Fall Symposium at Capitol Banquet Hall, 6435 Dixie Road

- Initial training by professional speakers and Provincial Student Executive Team on high school chapter management
- Attended by entire Provincial Student Executive Team and 600 - 700 high school DECA chapter executives

**November 2016:** Six area regionals taking place across the province

- Between 1 000 and 2100 students participating per regional competition; over 120 teachers at each event

**February 9-11, 2017:** DECA Ontario Provincial Competition at the Toronto Sheraton Centre, 123 Queen Street West, Toronto, ON

- Largest youth business conference in Canada, where student compete to qualify for the International Career Development Conference
- Many corporate partners and university recruiters attend
- Attended by entire Provincial Student Executive Team; ~ 6,000 students, teachers, corporate partners and judges

**March 6, 2017:** Training Meeting for all Written Events competitors who have qualified for International Competition at Capitol Banquet Hall, 6435 Dixie Road, Mississauga, ON

- Meeting and training session for all International competitors, who comprise the top 5% of DECA Ontario members and the top 1% of members across the world
- Attended by entire Provincial Student Executive Team and around 300 students, teachers, trainers, and corporate partners

**April 2, 2017:** Training Meeting for all competitors who have qualified for International Competition at Capitol Banquet Hall, 6435 Dixie Road, Mississauga, ON

- Meeting and training session for all International competitors, who comprise the top 5% of DECA Ontario members and the top 1% of members across the world
- Past International competitors include several Top 20 Under 20 recipients, TD Scholars, LORAN Scholars, and Ivy League acceptances
- Attended by entire Provincial Student Executive Team and around 1,000 students, teachers, trainers, and corporate partners

**April 24 - May 1, 2017:** 71<sup>st</sup> International DECA Career Development Conference (ICDC) in Anaheim, California

- International Competition for DECA role play competition
- Attended by entire Provincial Student Executive Team, around 600 students, teachers, and advisors from DECA Ontario, and around 20,000 students, teachers, and judges from around the world

**May 31, 2017:** Year-End Social for All International Competition Attendees at TBA

- Final social event for all ICDC qualifiers
- Attended by entire Provincial Student Executive Team and around 200 students, teachers, and advisors