

Office: (870) 741-0560

Marketing Education

Harrison High School

925 Goblin Drive

Harrison, Arkansas

August 19, 2013

Dear Parents:

Thank you for considering allowing your student to attend DECA’s Sports and Entertainment Marketing Conference in Orlando, Florida. Enclosed you will find additional information about the trip and permission forms.

The purpose of attending this conference is educational and students will attend all assigned meetings and activities. This conference will reinforce concepts taught in the Sports & Entertainment Marketing classroom

Marketing professionals from Universal Studios, Disney World, and Florida sports executives will share information with students to help them:

* Describe the nature of target marketing in sports/entertainment marketing
* Describe pricing issues associated with sports/entertainment products
* Explain advertising media used in the sports/entertainment industries
* Explain the use of licensing in sports/entertainment marketing
* Explain career opportunities in sports/entertainment marketing
* Explain the need for sports/entertainment marketing information
* Identify “out-of-the-box” sales promotion ideas for sports/entertainment events
* Identify ways to segment sports/entertainment markets
* Measure economic impact of sports/entertainment events

Please discuss with your student the importance of being on his or her best behavior while in Orlando. All school rules will be in effect during the trip. Also, I do NOT allow male and female students to be in the same hotel room at any time for any reason. A curfew of midnight will be strictly enforced. No student will leave their room after midnight.

Enclosed are **permission forms** required for the conference. Please fill them out carefully, particularly the authorization to treat a minor, and have your son or daughter **return them to me by October 18**. Also, students MUST have a **photo ID** (a State issued ID card, passport, or a driver’s license is fine) at all times.

Should you have any questions, please feel free to call me at school 741-0560 or at home 741-3609.

Sincerely,

Chris Dorman

**Sports & Entertainment Marketing Conference**

February 5-9, 2014

Orlando, Florida

**Hotel Information:** (We stayed at the following hotel last year; the actual hotel assignment may change.)

Disney’s Pop Century Resort

1050 Century Drive

Lake Buena Vista, Florida 32830

Phone: (407) 938-4000

Breakdown of Costs:

$ 325 Registration Fee for Conference Includes:

* + - Conference materials and presentations
    - Transportation from airport to hotel
    - Transportation to Universal Studios
    - A one-park, one-day Disney ticket
    - Two-day ticket to Universal Studios and Islands of Adventure
    - Other entertainment activities

$ 100 Hotel Room Cost Per Person (based on 4 per room)

$ 350 Airfare Estimate (actual price WILL vary until booked)

$ 775 TOTAL COSTS

A **non-refundable** **deposit** of **$350** is due **October 18**. I will purchase airline tickets on October 22. It is important to purchase the airline tickets early so that we can get the best price possible.

The **balance** is **due** on or before **November 16.**

Dressing for the Conference:

You may dress casually during travel times and while sightseeing. Your casual dress should be in good taste and **not extreme in nature**. You should look “nice” at all times.

Students must wear ***Business Casual Attire*** for conference activities such as presentations and workshops.

Casual slacks (e.g., Dockers), blouse or dress shirt, dress socks, dress belt, and dress shoes.

Jeans, t-shirts and flip flops are not included in business casual attire.

**Tentative** Conference Agenda:

**Friday, February 7**

8:15 AM Shuttle to Universal Studios

9:00 AM Sports Marketing Presentation

11:00 AM Team Building Challenge

12:30 PM Lunch on your own

7:00 PM Entertainment TBA

9:15-11:00 PM Shuttles Return to Hotel

12:00 AM Curfew

**Saturday, February 8**

Shuttle to Disney World for DECA Day at theme park of our choosing

**Sunday, February 9**

Leave Orlando Airport TBA

Arrive Branson Airport TBA

**Wednesday, February 5**

Travel Day

Leave Branson Airport

*Airline: TBA*

Arrive Orlando 5:00 PM

**Thursday, February 6**

8:15 AM Shuttle to Universal Studios

9:00 AM Marketing Presentation

12:00 PM Team Building Challenge

12:30 PM Lunch on your own

7:00 PM Entertainment TBA

9:15-11:00 PM Shuttles Return to Hotel

12:00 AM Curfew

Conference Costs:

The price quoted includes registration fees, hotel costs, ground transportation, entertainment, and theme park tickets. Students will purchase their own meals.

Permission Forms:

**The enclosed permission forms should be completed and returned by November 16.**

Harrison High School

# Permission Slip

This is to state that my son/daughter, whose name is printed above, has my permission to participate in the school activity as indicated on this form. The sponsors or School District will not be held responsible for any accident or injury going to, during or coming from such activity. It is further agreed that the sponsor shall have the authority to control and enforce the rules and regulations of Harrison High School and the School District throughout the duration of the activity**.**

Faculty Sponsor School Activity Destination Date & Time Date & Time Transportation

Departure Return

**Chris DECA’s Orlando, 2-05-14 2-9-14 Car**

**Dorman Sports and Florida Wednesday Sunday Airplane**

**Entertainment Time: TBA Time: TBA Disney Shuttles**

**Marketing**

**Conference**

## Student's Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature Parent/Guardian:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Note: School rules and policies will be followed at all times during this activity.***

**AUTHORIZATION TO TREAT A MINOR**

I (we) the undersigned parent, parents,

or legal guardian of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_, a minor, do hereby authorize and

(name of student)

consent to any x-ray, examination, anesthetic, medical or surgical diagnosis and treatment rendered under the general or special supervision of any member of the medical staff or emergency room staff licensed under applicable law of any hospital holding a current license to operate under applicable law. It is understood that this authorization is given to provide authority and power to render care which aforementioned physician in the exercise of his/her best judgment may deem advisable. It is further understood that an effort shall be made to contact the undersigned prior to rendering treatment to patient, but that in an emergency situation, necessary treatment will not be withheld if the undersigned cannot be reached.

**This consent shall remain effective February 5-9, 2014.**

List any restrictions:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List any allergies to drugs or foods:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Any special medications or pertinent information:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Telephone numbers where parents (guardians) may be reached:

**Father:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Mother: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Home Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Home Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Business Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Business Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Family Physician Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Insurance Company:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Policy Number:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Signature of Parent/Guardian Date

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Address City State Zip

***PLEASE ATTACH A PHOTOCOPY OF YOU INSURANCE CARD***

HIGH SCHOOL DIVISION

The Board of Directors for DECA Inc. requires each delegate attending the Sports and Entertainment Marketing Conference to read and complete the **Attendance Permission Form** and return to the **DECA chapter advisor** as partial completion of attendance requirements.

* The term “delegate” shall mean any DECA member, including advisors, attending conferences (high school, collegiate, alumni, professional).
* There shall be no defacing of public property. Any damage to any property or furnishing in the hotel rooms or building must be paid for by the individual or chapter responsible.
* Delegates must wear identification badges and wristbands at all times.
* Delegates shall refrain from using inappropriate or profane language at all times.
* Delegates shall refrain from verbal, physical or sexual harassment, hazing or name-calling.
* Delegates shall respect the rights and safety of other hotel guests.
* Delegates shall not possess alcoholic beverages, narcotics or weapons in any form at any time under any circumstances.
* Delegates shall refrain from gambling—playing cards, dice or games of chance for money or other things of value.
* Use of tobacco products by delegates is prohibited at all DECA functions.
* Delegates must adhere to the dress code at all times.
* Delegates must not dress or behave in a manner than can be interpreted as sexually explicit.
* Students shall keep their adult advisors informed of their activities and whereabouts at all times.
* No delegate shall leave the hotel (except for authorized events) unless permission has been received from the chapter advisors.
* Delegates should be prompt and prepared for all activities.
* Delegates should be financially prepared for all activities.
* Delegates are required to attend all sessions and activities assigned including workshops, competitive events, committee meetings, etc., for which they are registered unless engaged in some specific assignment scheduled at the same time.
* Delegates will spend nights at their assigned hotel and in their assigned room. No guests allowed during curfew hours. Delegates will be quiet at curfew.
* Curfew will be enforced. Curfew means the delegate will be in his/her assigned room.
* Chapter advisors/chaperones will be responsible for delegates’ conduct.
* Delegates ignoring or violating any of the above rules will subject their entire delegation to being unseated and their candidates or competitive events participants to being disqualified. Individual delegates may be sent home immediately at their own expense.
* Tasteful casual wear will be accepted during specific social functions as designated during orientation.

# DECA’s DRESS CODE

### Business Casual Attire for conference activities:

Casual slacks (e.g., Dockers), blouse or dress shirt, dress socks and dress shoes

Jeans, t-shirts and flip flops are **not** included in business casual attire.

### Attire for touring on your own:

Casual slacks/shorts or jeans with blouse, shirt or t-shirt. Shoes are required.

### The following are unacceptable during DECA activities:

• Skin-tight or revealing clothing

• Midriff-baring clothing

• Clothing with printing that is suggestive, obscene or promotes illegal substances

• Athletic clothing

• Swimwear

**This dress code will be strictly enforced by DECA Inc. staff prior to leaving the hotel for the conference site.**

“I have read and fully understand the conference **Delegate Conduct Practices and Procedures and Dress Code** and agree to comply with these guidelines. Furthermore, I am aware of the consequences that will result from violation of any of the above guidelines.”

Delegate’s Signature Date

**“I approve the student named above to attend the DECA conference.”**

Parent’s/Guardian Signature

Chapter Advisor’s Signature

School Official’s Signature

\*\*Participants will not be allowed to attend functions if not appropriately dressed.\*\*