



# Star Partnership Program

*A Mission that Matters*

# Welcome

Dear Friend of the Texas FFA:



As a former Texas FFA member - state and national officer - I have had the pleasure of working in all aspects of agriculture education and with the Texas FFA. I am inspired by the impact it is having on the lives of so many young people. Texas FFA members are learning positive life skills and are building character which will serve them far beyond high school.

The Texas FFA Foundation has diligently worked to increase sponsor engagement, individual giving and community support. Over the past decade, new levels of sponsor involvement have increased Texas FFA leadership development empowering our young people to be tomorrow's leaders.

Our dedicated educators, staff, sponsors and board members are committed to having an impact on the youth of Texas. The generosity of so many provides the resources to strengthen our work and honor our mission.

We are fortunate to be part of the Texas FFA and we would be honored to have you be included – helping us make an even bigger impact on the lives of our youth. If we can answer any questions or provide any additional information about how you can assist, please let us know.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Ken Johnson', written over a light blue circular background.

Ken Johnson  
Chairman  
Board of Directors  
Texas FFA Foundation



# Star Recognition Partnership Program

For more than 86-years, the Texas FFA Association has established itself as a major part of the spirit of Texas. The FFA has made a positive difference in the lives of literally millions of FFA members by developing their potential for premier leadership, personal growth and career success through FFA's comprehensive training programs.

## *Our Sponsors Say it Best...*

*"We increased our involvement through the Texas FFA boot program, giving money back to the Texas FFA for each pair sold. If you get to know some of these FFA kids and become familiar with the organization, you can't help but want to become more involved. Working with the FFA is an easy decision if you take time to discover what it's about and all it does for its members.*

*We couldn't be more pleased with our association with the Texas FFA and we look forward to many more years of continued involvement."*



**Randy Watson**  
Chairman /CEO  
Justin Brands

A sponsorship with the Texas FFA Foundation is a great way for businesses and organizations to "co-brand" their products within a loyal Texas FFA market place. More than a sponsorship, our programs are designed to create a win-win scenario for participants -- many sponsors refer to our sponsorship opportunities as a "partnership."

Designed with varying levels of participation, our sponsorship offerings afford participants the flexibility to choose a level that compliments the recognition, philanthropic and marketing objectives of their company.

The purpose of the Star Partnership Program is to promote those businesses and organizations supporting the longevity of the Texas FFA program through their sponsorship. We believe students, teachers, parents and other participating partners would join us in saying "thank you" for supporting the Texas FFA. Your participation helps us ensure a strong financial future for Texas FFA programming, and promotes your sponsorship in a strong Texas Agricultural Science Education / Texas FFA marketplace.

## Corporate Sponsor Recognition

The Texas FFA Foundation recognizes commitments of \$100,000 or more as corporate level sponsorship. Commitments of at least \$100,000 may be paid over a five-year period at the 4-Star level of support. Companies or organizations at this level will be recognized as Corporate Sponsors and be extended all recognitions associated with such levels of giving.

### **Disclaimer:**

Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation of the products or services of the sponsoring company, organization or individual. Funds received through the Texas FFA Foundation will be used to meet the costs associated with the mission of the Texas FFA Foundation. Any funds raised in excess of budgeted costs associated with special projects, convention or conference will be used to accomplish the mission and goals of the Texas FFA Foundation. The mission of the Texas FFA Foundation is to preserve the strength and future of the Texas FFA.



# About the Star Program

Partnership participation is based on an annual gift of the amount designated for each level of sponsorship recognition. Gifts which are pledged, equal to, or exceed, \$100,000 over five-years will be given Corporate Partnership recognition and receive all promotions accordingly. Title sponsorship opportunities are on a first come basis and may include an annually first right of refusal option on multi-year agreements.

## Scope of Star Program Recognition

As stated in the Texas FFA Foundation's disclaimer, recognition does not constitute an endorsement of product or services. However, many sponsors are surprised at the scope of participating in the Foundation's Star Program. In addition to the Texas FFA, participating sponsors are recognized with the VATAT, Texas Young Farmers Association, Collegiate FFA and Texas FFA Alumni Association.



# Ways to Engage

## Levels of Participation



**Star Partnership (\$6,000)**



**Two Star Partnership (\$10,000)**



**Three Star Partnership (\$13,000)**



**Four Star Partnership (\$20,000)**



**Five Star Partnership (\$30,000)**

*\*gifts made at the Four and Five Star Level and committed to for five-years receive the designation of "Corporate Sponsor."*



"We both have a deep heritage in Texas, and like the Texas FFA, we want to do our part to help our youth. I believe our partnership with the Texas FFA helps us accomplish this."

**Wayne Goldberg**  
*President/CEO,*  
LaQuinta



"Students today are engaged in innovative agricultural science programs that develop critical thinking skills and a working knowledge of the free enterprise system in a global economy."

**Stan Ray**  
*Chief Administrative Officer*  
Farm Credit

# C·O·N·N·E·C·T·I·O·N

A Great Charitable Cause - A Great Marketplace - A Great Source of Human Capital

## 86-Years of Brand Equity, Growth & Performance



# S·C·O·P·E

- 120,000+ students enrolled in agricultural education courses in Texas
- 100,000 Texas FFA members – and growing
- 1,600 Texas agricultural science teachers / FFA advisors
- 11,000+ members and guests who attend the annual Texas FFA Convention
- Largest youth led convention in Texas



# I·N·N·O·V·A·T·I·O·N

Technology and social media reach our stakeholders

- 1,100 local chapter FFA websites courtesy of the Texas FFA Foundation\*
- 24,800 Facebook fans
- 5,100 Twitter followers
- YouTube Channel
- MYTEXASFFA.ORG resource for promotion



## Your “Brand” is Recognized / Promoted



## Texas Team Ag Ed

# Levels of Partnership

## Partner (\$2,500)

- Message Board listing in 3 issues of VATAT monthly newsletter
- Licensing agreement for use of FFA emblem/marks
- Listing on the Texas FFA Foundation Star Partners Program webpage
- Advance notice for booth selection for conventions\*
- Recognition in State FFA Convention program
- Sign for convention booth (small)

## Star Partner (\$6,000)

- 1/4 page ad in 3 issues of the Texas FFA Magazine online
- Listing in 4 issues of VATAT newsletter
- Listing on the Texas FFA Foundation Star Partners Program webpage
- Licensing agreement for use of FFA emblem/marks
- 2 tickets to the Texas FFA Foundation's annual VIP Breakfast
- Two weeks advance notice for booth selection for conventions
- Recognition in State FFA Convention program
- Sign for convention booth (small)

## Two Star Partner (\$10,000)

- Licensing agreement
- 1/4 page ad in 3 issues of the Texas FFA Magazine online
- 1/4 page ad in 4 issues of VATAT monthly newsletter
- Listing on the Texas FFA Foundation Star Partners Program webpage
- 3 tickets to the Texas FFA Foundation's annual VIP Reception
- Sign for convention booth (medium)
- State officer photo for promotional use
- Recognition in State FFA Convention program
- 30 days advance notice for booth selection for conventions
- Listing on convention posters
- Recognition on stage at convention

### **Use of the FFA Name, Marks & Logo**

Texas FFA Foundation Partners may receive a licensing agreement with the Texas FFA Association for the life of each partnership. The agreement will afford the sponsor use of the FFA logo, emblem and marks for promotional purposes.

*\* based on timing of commitment for program.*

## ★ ★ ★ Three Star Partner (\$13,000)

- Licensing agreement
- 1/2 page ad in 2 issues of the Texas FFA Magazine online
- 1/4 page ad in 4 issues of VATAT newsletter
- Listing on the Texas FFA Foundation Star Partners Program webpage
- Sign for convention booth (large)
- State officer photo for promotional use
- 45 days advance notice for booth selection for conventions
- 4 tickets to the Texas FFA Foundation's annual VIP Breakfast
- Recognition in State FFA Convention program
- Recognition on stage at convention
- Traveling team visit to business or function of choice - contingent upon availability.
- 20 second video / commercial to be shown on Texas FFA News and available via link to TFN websites. May also be played during the annual Texas FFA Convention.

## ★ ★ ★ ★ Four Star Partner (\$20,000)

- Licensing agreement
- Full page ad in 3 issues of the Texas FFA Magazine
- 1/2 page ad in 4 issues of VATAT newsletter
- Corporate banner on the Texas FFA Network (TFN)
- Recognition on Texas FFA, Foundation and VATAT Facebook pages
- Sign for convention booth (extra large)
- State officer photo for promotional use
- 45 days advance notice for booth selection for conventions
- 5 tickets to the Texas FFA Foundation's annual VIP Breakfast
- (3) convention posters denoting your partnership status
- Recognition on stage at convention
- Traveling team visit to business or function of choice - contingent upon availability.
- Facility space for hosting of reception during State FFA Convention - state officers to stop by for visit as schedules may permit. Host facility contracts and guidelines govern receptions.
- 20 second video / commercial to be shown on Texas FFA News and available via link to TFN websites. May also be played during the annual Texas FFA Convention.



The **Texas FFA Network (TFN)** is a network of local FFA chapter websites designed to recognize our corporate, Four and Five Star sponsors. Sponsors who participate at the respective levels are recognized on the local FFA chapter information pages and thus within the local communities which make up the Texas FFA. More than 1,100 local chapter information pages are represented on the TFN. The TFN compliments, and helps communicate, sponsorship efforts statewide.

## **Five Star Partner (\$30,000)**

- Licensing agreement
- Full page ad in 4 issues of the Texas FFA Magazine online
- 1/2 page ad in 4 issues of VATAT newsletter
- Recognition on the TFN
- Recognition on Texas FFA, Foundation and VATAT Facebook pages
- 8 tickets to the Texas FFA Foundation's annual VIP Breakfast
- Sign for convention booth (largest sign)
- State officer photo for promotional use.
- State officer available for video shoot with your product or service for promotions
- Priority booth selection for conventions (priority given until June 1)
- Recognition in State FFA Convention program
- (6) convention posters denoting your partnership status
- Recognition on stage at convention
- Traveling team visit to business or function of choice - contingent upon availability.
- Facility space for hosting of reception during State FFA Convention - state officers to stop by for visit as schedules may permit. Host facility contracts and guidelines govern receptions.
- 20 second video / commercial to be shown on Texas FFA News and available via link to TFN websites. May also be played during the annual Texas FFA Convention.

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## **All Sponsors Receive**

- Listing of partnership on the Texas FFA Foundation Star Partners Program webpage
- Advanced selection on booth locations during annual conventions, conferences and other FFA events based upon timing of commitment for program participation.
- Signs to be utilized while exhibiting at the annual State FFA Convention and Teachers Professional Development Conference promoting your level of participation.
- Recognition in the Texas FFA Magazine and VATAT Newsletter per level of participation.
- Use of the FFA emblem and marks in promotion of your product and services.
- Sense of belonging to a philanthropic effort which promotes a stronger youth leadership development program and promotes awareness of Texas agriculture, youth and leadership.
- Knowing that your participation in this project is making a positive difference and that your employees, customers, community and shareholders are ensuring a bright future for Texas FFA youth.
- Trust and confidence of doing business with the Texas Agricultural Education / Texas FFA and the prestige which comes from your sponsorship and our brand equity.
- Supporting the ideals of character development promoted by the Texas FFA Association.
- Listing and promotion via the internet on the TFN.



## Guidelines & Contingencies

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The Star Recognition Partnership Program is designed to encourage optimum promotion for your support of the Texas FFA program. To assist in helping us reach the promotional strategies of the program, a short list of guidelines have been developed to help understand the suspense dates necessary for a successful program. To ensure the highest levels of service, trust and integrity, participants are asked to honor the suspense dates for the greatest program rapport.

- Once a letter of commitment has been signed and agreed upon, half of the level of partnership participation must be received within 30 days. The final installment for the partnership should be received by the third quarter of the signed partnership agreement. If the suspense dates are not met, the Texas FFA Foundation has the right to refuse further recognition at agreed upon level of sponsorship and may choose to terminate the partnership.
- Convention booth selection is for participating Star Partners and Convention Partners only. Participating Star Partners will be given advance notice, per their level of participation, for their booth needs. Additional booth space can be reserved following the advance notice dates.
- If you should require additional time to meet a suspense date, a formal letter of request should be submitted to the Texas FFA Foundation for consideration. The letter does not ensure additional time, however, a decision on your request will be made within 10 days of the date it is received. The decision will be made in conjunction with the Texas Agricultural Education Coordinating Committee.
- All rules, guidelines and requirements of usage of the FFA logo, marks and emblem are at the direction of the Texas FFA Association as outlined by National FFA policies and procedures. A licensing agreement will be provided in conjunction with the Texas FFA Association for participating partners.
- Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation of the products or services of the sponsoring company, organization or individual.
- ***The Texas FFA Foundation and Texas FFA Association are nonprofit organizations and contributions are tax deductible.***
- ***Funds received through the Texas FFA Foundation will be used to meet the costs associated with the mission of the Texas FFA Foundation. Any funds raised in excess of budgeted costs associated with special projects, convention or conference will be used to accomplish the mission and goals of the Texas FFA Foundation. The mission of the Texas FFA Foundation is to preserve the strength and future of the Texas FFA.***

Our Sponsors Say it Best ...

MY**TEXAS**FFA.ORG

You're In Good Company

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# Current Corporate Sponsors



**FARM CREDIT**  
FARMCREDIT.COM



THE FUNDRAISING LEADER



slate group  
think big, print big



TEXAS  
FARM  
BUREAU

