



**We need student leaders - and future Texans - who can help solve real world problems. Corporate Sponsors are providing the fuel to empower Texas FFA members and Agricultural Science Educators.**

### **A Win-Win Program**

We like to create “win-win” promotional, marketing, and recruitment strategies for our Corporate Sponsors. Why? Because our sponsors are providing professional growth opportunities for Texas FFA students and agricultural science educators.

### **Commitment**

Corporate Sponsors receive an annual “*first right of refusal*” on any specific sponsorship projects they are associated. Each year, the Texas FFA Foundation will invoice our sponsor, or arrange for the payment of, the annual sponsorship. Additionally, the Texas FFA Foundation will provide all the recognition considerations outlined.

### **Where Investment Meets Return**

A Corporate Sponsor provides an annual gift of \$30,000 and receives the following year-round recognitions / deliverables.

- Licensing agreement for the “Proud to Support the Texas FFA” logo
- Feature story in the *Texas FFA News* online
- Feature story in the Texas FFA Foundation’s LEAD Blog
- Sponsorship recognition on the *Texas FFA* social media outlets
- 1/2-page ad in 5 issues of *VATAT Newsletter* distributed to teachers and other adult stakeholders through the year.
- Promotion through the MYTEXASFFA App
  - A Texas FFA “Live Experience” opportunity with the participating corporate sponsor and their various sponsors. (*coordinated with the Texas FFA Foundation to avoid any sponsorship conflict for either organization.*)
  - Special Offers
  - Jobs posting

- (1) Exhibit space [10' X 10'] for the annual Texas FFA Convention\*
- (1) Exhibit space [10' X 10'] for the annual Teachers Professional Development Conference\*
- Sign for convention booth (extra-large)
- State officer photo with Corporate Sponsor brand for promotional use
- Advanced notice for booth selection for convention / conference
- 6 tickets to the Texas FFA Foundation's annual VIP Reception
- (3) convention posters denoting your partnership status
- Recognized on stage during the Texas FFA Convention for Corporate Sponsorship
- Recognition at the annual VATAT Teachers Professional Development Conference as a Gold Sponsor
  - Special recognition and VIP seating during Family Night
  - 1-minute on-stage recognition during the Opening General Session
  - 1/2-page recognition in conference program
  - Recognition on VATAT website – Conference Sponsors
- Traveling team (State President/Vice President) visit to Corporate Sponsor for event or function of choice - contingent upon availability.
- .20 second commercial to be shown during State FFA Convention  
*(will be shown three times)*
- .20 second video commercial may also be shown on the *Texas FFA News* online magazine or other applicable social media / mobile app *(video editing may be necessary to meet formatting and time allotment)*

\*Additional exhibit space may be requested but will be billed at current exhibit rates. Arrangements within the deliverables may be adjusted to support such a request for additional space during one or both annual events.

Our Corporate Sponsors enjoy the “synergy” of supporting one another when working to promote agricultural education and the Texas FFA. We will be glad to make introductions which can assist Corporate Sponsors in working with our other sponsors who provide services, resources or opportunities to our students, teachers and stakeholders.

### **Contingencies**

*The following is standard contingency language used for Texas FFA Foundation sponsorships to ensure integrity and consistency in promotional and recognition efforts.*

*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 support the Texas FFA and agricultural science education. Any funds raised more than budgeted costs associated with special projects, convention or conference will be used to preserve the strength and future of the Texas FFA programming.*