



2018 Star Partnership Package

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".

Ken Johnson
Chairman
Board of Directors
Texas FFA Foundation

About Our Sponsorship Program

For more than 90-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.

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 three 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

(Corporate Sponsor: \$35,000) Corporate Sponsors receive premier year round recognition and promotions across the ranks of Texas Team Ag Ed. The recently updated MYTEXASFFA.ORG website and MYTEXASFFA mobile app are putting sponsor recognitions, opportunities and connections directly in the hands of members, parents, teachers and stakeholders. The introduction of the “The Network” on the MYTEXASFFA mobile app will allow sponsors the chance to provide “special offers” to our marketplace and connect current / former Texas FFA members with job opportunities. Deliverables to corporate sponsors include:

- **Corporate Sponsor** recognition of the Texas FFA and Texas Team Ag Ed. Support is seen across all websites and promotional channels.
- **MYTEXASFFA Mobile App** – connecting sponsors with our Texas Team Ag Ed marketplace. Recognitions through the mobile app include:
 - Corporate sponsorship recognition.
 - Corporate sponsor logo and link to sponsor URL.
 - Special Offers – sponsors will be afforded the chance to provide special offers to members, teachers, parents, and stakeholders directly from the app.
 - Job Postings – sponsors can promote job opportunities. A listing of job opportunities for members, teachers, parents, alumni and stakeholders will be in a central location and available through the app.
 - Mobile App is available through iTunes and Google store.
- **Feature Video** - a feature video story on your corporate sponsorship and support of the Texas FFA. The improvements to the *Texas FFA News* online have increased viewership and opportunity to promote sponsor support. Videos can also be promoted through the MYTEXASFFA website and mobile app.
- **NEW Texas FFA Foundation Blog** – **“THE LEAD”** will highlight stories on leadership, agriculture, education and development. Corporate sponsors will be asked

to contribute to the blog. We will additionally be utilizing top hashtags to drive online traffic both to our MYTEXASFFA website and contributing author websites. Another “win – win” in our promotional efforts.

- **Social Media** – special announcements and information can be distributed from time to time on our social media outlets including:
 - Facebook (Texas FFA Association **52,200** followers, Texas FFA Foundation **6,912** followers, VATAT **2,907** followers)
 - Twitter (Texas FFA Association **12,500** followers, Texas FFA Foundation **3,656** followers, and VATAT **1,510** followers).
 - Instagram (Texas FFA Association **18,200**, Texas FFA Foundation **910** followers)
 - Snapchat (Texas FFA Association averages **2,000** views on snap posts – just started in 2016)

Social media presence for our corporate sponsors is enhanced by the “Insider Feed” and “Texas FFA Feed” on the mobile app.

**as of January 2018*

- **Licensing** - agreement for use of the “*Proud to Support the Texas FFA*” logo.
- **Recognitions** – Corporate sponsorship recognition in the Texas FFA News (online magazine) and VATAT Newsletter (sent to teachers, former teachers and stakeholders)
 - 1/2 page ad in two issues of the Agricultural Science Teachers Association Newsletter (2000+ circulation)
 - Recognition in Texas FFA News online
- **Complimentary Exhibit Booth** – corporate sponsors will receive a complimentary 10’X10’ exhibit space at both the Texas FFA Convention and Teachers Professional Development Conference.
 - Advanced notice for booth selection for convention / conference
- **Convention and Conference Recognition**
 - (3) Convention posters denoting your partnership status at Annual Texas FFA Convention.
 - (3) Large posters denoting your partnership status at Annual VATAT Professional Development Conference for Agricultural Science Teachers.
 - .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)
 - Tickets and recognition during the Texas FFA Foundation’s annual VIP Reception held during the convention.
 - 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

- **Texas FFA Officers** - traveling team visit to business or function of choice - contingent upon availability.

Gold Partner

(Gold Sponsor: \$15,000) Gold Sponsors receive strategic recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and Teachers Professional Development Conference. Deliverables to Gold Sponsors include:

- MYTEXASFFA Mobile App:
 - Gold sponsorship recognition.
 - Sponsor logo and link to sponsor URL.
 - Special Offers – sponsors will be afforded the chance to provide special offers to members, teachers, parents, and stakeholders directly from the app.
 - Job Postings – sponsors can promote job opportunities. A listing of job opportunities for members, teachers, parents, alumni and stakeholders will be in a central location and available through the app.
 - Mobile App is available through iTunes and Google store.
- Exhibit space [10' X 10'] for the annual Texas FFA Convention*
- Exhibit space [10' X 10'] for the annual Teachers Professional Development Conference*
- Logo on the Texas FFA Foundation Convention Partners web page
- Logo and promotion on Texas Team Ag Ed social media outlets (Facebook, Twitter, Instagram and Snapchat)
- Recognition in State Convention Program
- Recognition in the Convention Review - online publication following convention
- Recognition in the Texas FFA News online
- Recognition in the Exhibitor/Career Show Program
- 1/2 page ad in the Agricultural Science Teachers Association Newsletter (2000+ circulation)
- Invitations to the Texas FFA Foundation's Annual VIP Breakfast
- Recognition at the Texas FFA Foundation Annual VIP Breakfast
- 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
 - Recognition on sponsorship signage

Silver Sponsor

(Silver Sponsor: \$10,000) Silver Sponsors receive recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and Teachers Professional Development Conference. Deliverables to Silver Sponsors include:

- Recognition in the Texas FFA News online
- Listing in 4 issues of VATAT Newsletter
- Listing on the Texas FFA Foundation Sponsor page on website
- Licensing agreement for use of FFA emblem/marks

- 4 tickets to the Texas FFA Foundation's annual VIP Breakfast
- (1) Complimentary 10'X10' exhibit booth for the annual Texas FFA Convention
- Recognition in State FFA Convention program
- Recognition in VATAT Professional Development printed program
- Recognition via signs (3) during the annual Texas FFA Convention and Teachers Professional Development Conference

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.