

TEXAS FFA: TRAINING THE LEADERS OF TOMORROW

RESPECT. RESPONSIBILITY. RESILIENCE. CONFIDENCE.

Today, agriculture connects science, technology, design, and feeding growing populations, but the FFA's core values of respect, responsibility, and resilience remain the same. People think of agriculture as farming and ranching, but the FFA uses the intrinsic values of helping living things grow and thrive to train tomorrow's leaders. The FFA is where advanced classroom concepts come to life in the real world. Founded in 1929, the FFA's mission was to offer greater opportunity for self-expression, leadership development, and a sense of pride in one's work. By teaching students how to creatively solve real world problems with modern science and technology, the FFA is training the leaders of tomorrow.

TEXAS FFA MARKETPLACE SNAPSHOT

- 165,000 high school students are enrolled in agricultural science education courses in Texas
- 123,000 students are Texas FFA members
- 1,060 local FFA chapters
- 2,500 Agricultural Science Education Teachers (2,100 members of the VATAT)
- Hosts the largest youth led convention in Texas

SOCIAL REACH

- 52,000 Facebook fans
- 12,800 Twitter followers
- 18,800 Instagram followers
- Snapchat
- MyTexasFFA App
- MyTexasFFA.org resource for promotion

"THE TEXAS FFA IS LEADERSHIP IN ACTION. FOR MORE THAN EIGHT DECADES, THE STUDENTS, TEACHERS AND FORMER MEMBERS OF TEXAS AGRICULTURAL EDUCATION/FFA HAVE MADE A POSITIVE DIFFERENCE. FROM THEIR WORK IN LOCAL COMMUNITIES, HEROISM IN OUR MILITARY, LEADERSHIP IN CORPORATE AMERICA, AND SERVICE IN ELECTED OFFICE – WE CAN ALL BE PROUD OF OUR TEXAS FFA. I AM HONORED TO BE INVOLVED."

- Mitchell Dale, Owner - McRee Ford, Texas Ford Dealer

SPONSORSHIP OPPORTUNITIES

WHY SPONSOR

- Your brand will have **exposure with over 123,000 families.**
- Your company will have **access to the top students in Texas** to build your talent pool.
- **You will enter into a true partnership.** The Texas FFA works closely with each partner to ensure the sponsor's individual goals can be measured and achieved.
- Your brand can **receive recognition with the Texas FFA.** We desire fewer, deeper partnerships, as they are better for both our students and our sponsors.

CORPORATE PARTNERS/SPONSORS

The Corporate Partnership Program provides companies and organizations the chance to receive year-round recognition and promotion for their support. Additionally, companies and organizations participating through the Corporate Partnership Program at the 4 and 5 Star Level are also recognized and promoted year-round to over 1,060 local chapters statewide. Our corporate sponsors are recognized on stage during the annual Texas FFA convention.

STATE CONVENTION SPONSORS

The Convention Partners Program is designed for companies and organizations who want to be promoted during the week-long annual Texas FFA Convention.

TEACHER PROFESSIONAL DEVELOPMENT CONFERENCE SPONSORS

The Annual VATAT (Vocational Agriculture Teachers Association of Texas) Professional Development Conference Sponsorship Program gives your brand major visibility in the community of over more than 2,500 agricultural science and technical teachers who impact more than 160,000 students enrolled in agricultural education classes. There are five sponsorship levels available, each with special conference promotional opportunities.

INDIVIDUAL GIVING

Scholarships are just one of the many ways the Texas FFA Foundation invests in America's future. By providing financial assistance to outstanding students who excel both in academic and proficiency categories, we ensure a brighter future for Texas. The Texas FFA Foundation and Texas FFA Association currently support and administer approximately \$2 million annually in award and academic scholarships. The Texas FFA Foundation has an opportunity for donors to permanently name one of our proficiency awards or support the annual scholarship fund for deserving, qualified students.

"EXXONMOBIL HAS BEEN A PROUD SPONSOR OF THE TEXAS FFA SCIENCE FAIR. THE PROGRAM SUPPORTS OUR FOCUS ON SCIENCE AND MATH EDUCATION AND PROVIDES STUDENTS AN OPPORTUNITY TO USE THEIR CRITICAL THINKING SKILLS AS THEY CONDUCT SCIENTIFIC EXPERIMENTS TO SOLVE TODAY'S CHALLENGES."

- Neely Nelson, Technology & Research Programs P&GA Manager – Exxon Mobil Corporation

"AGRICULTURE SCIENCE TEACHERS ARE KNOWN FOR MANY THINGS, AMONG THEM ARE PASSION, INTEGRITY, LOYALTY AND HARD WORK! I CANNOT IMAGINE ANYONE WANTING TO SUCCEED, NOT PARTNERING WITH THIS ASSOCIATION."

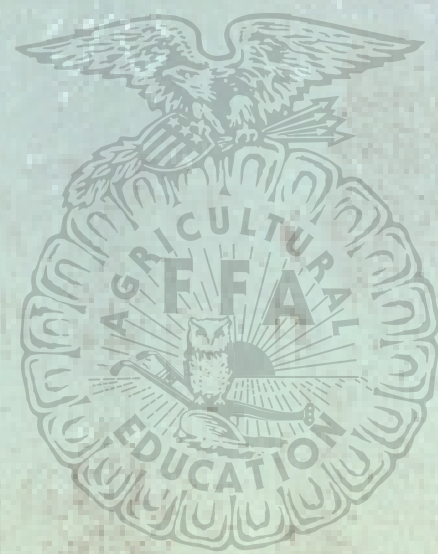
- Jeff Lansdell, President – CEV Multimedia, Ltd.



THE FUTURE IS HERE

OUR STUDENTS ARE READY TODAY FOR TOMORROW

TEXAS FFA ASSOCIATION



EXCELLENCE

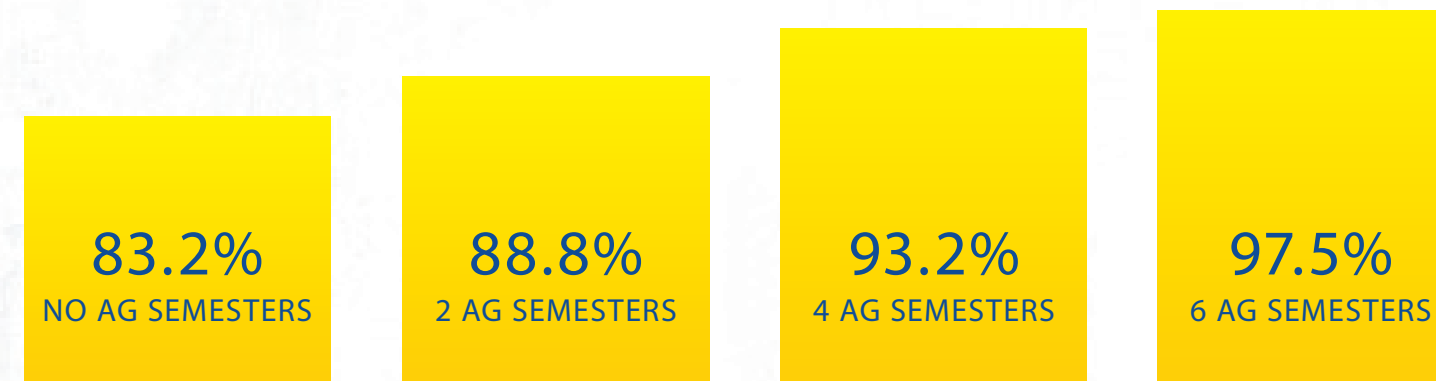
- Academic and Award Scholarships given through the Texas FFA **annually exceed \$2 million.**
- FFA scholarship students are **more confident in their ability to succeed** in college.
- **University leaders value FFA students** in their recruitment and allocation of scholarships.

"THE STUDENTS, TEACHERS AND SUPPORTERS OF THE TEXAS FFA REPRESENT ALL THAT IS GOOD ABOUT AMERICA. STUDENTS LEARN ABOUT – AND DEMONSTRATE - HONESTY, RESPECT, AND THE FREE ENTERPRISE SYSTEM. THE TEXAS FFA IS GROUNDED IN A GREAT SENSE OF FAITH, AND I'M HONORED TO BE A SUPPORTER OF THIS IMPRESSIVE PROGRAM."

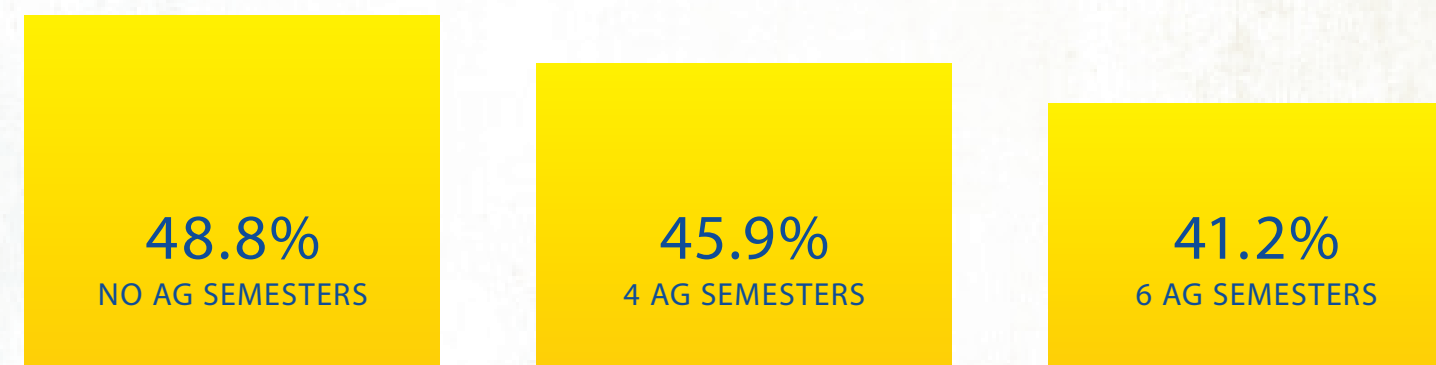
- Dick Wallrath, Philanthropist

LEADERSHIP

STUDENTS WITH 2, 4 OR 6 SEMESTERS OF AGRICULTURAL EDUCATION GRADUATE AT A HIGHER RATE THAN THEIR PEERS.



STUDENTS INVOLVED IN 4 TO 6 SEMESTERS OF AGRICULTURAL EDUCATION HAVE SIGNIFICANTLY LOWER DISCIPLINARY RECORDS.



FOOTNOTE

Data Developed by Roger D. Hanagriff, Ph.D., Texas A&M University, Randall Williams, Ph.D., Texas A&M University - Kingsville and Kayla Box, Graduate Student Texas A&M University - Kingsville. Once collected and reviewed, the Foundation board requested an independent – and respected – review of the data to ensure its validity and accuracy. Independent, third-party review conducted by Finis Welch, Ph.D., Emeritus Distinguished Professor of Economics, Texas A&M University; Emeritus Professor of Economics, UCLA

VALUE

RESEARCH SHOWS:

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| FFA SCHOLARSHIP WAS CRUCIAL TO STUDENT SUCCESS | 90% |
| FFA STUDENTS SELECT ONE MAJOR AND GRADUATE ON TIME | 87% |
| FFA STUDENTS WORKING WHILE ATTENDING COLLEGE | 61% |
| HIGH SCHOOL AGRICULTURAL EDUCATION EXPERIENCE CREATED CAREER PATHWAY | 82% |

UNIVERSITY LEADERS REPORTED:

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|---|-----|
| FFA STUDENTS GRADUATE FASTER THAN OTHER STUDENTS | 53% |
| FFA STUDENTS ARE MORE ACTIVE IN COLLEGIATE ACTIVITIES | 73% |
| FFA EXPERIENCE IS VALUABLE IN DECIDING ON ALLOCATION OF DEPARTMENTAL SCHOLARSHIPS | 93% |

UNIVERSITY LEADERS SAY TEXAS FFA STUDENTS ARE:

- **1.5 times more prepared** than their peers
- **1.6 times more valuable** than athletic students when recruiting
- **1.13 times more valuable** than National Honor Society students when recruiting

"MY FAMILY SUPPORTS THE TEXAS FFA BECAUSE THE CORE VALUES AND LIFE LESSONS OUR FAMILY HAS LEARNED THROUGH OUR FFA INVOLVEMENT AS STUDENTS HAVE HELPED US TO BE BETTER LEADERS AND STEWARDS WITH OUR CHURCH, FAMILY, COMMUNITY AND BUSINESS."

- Carlos X. Guerra, Owner - La Muneca Cattle Co.

