GROWING OUR FUTURE

SPONSOR GUIDE 2020

TEXAS FFA FOUNDATION

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This April we're hosting an education and leadership conference that will bring together the very best in Texas Agricultural Science Education. With workshops, tours, and panel discussions - Growing Our Future is the event you won't want to miss.

Your support and generosity can make the difference in the lives of our future Texas agriculturalists. **Help us by investing in their education and let's grow our future together**.



Our purpose is to strengthen agricultural education and the Texas FFA program, so each student can develop their potential for personal growth, career success and leadership in a global marketplace.

Friends of **Texas Youth** and **Agriculture**

Thank you for supporting an incredible event to empower students and educators in agriculture. The result of our efforts will be a more informed Texas constituency understanding and valuing agriculture and those who produce our food and fiber.

Your support provides the fuel to help make dreams come true. Simply put, you are helping grow a better tomorrow.

By supporting the "Growing our Future" event, you become part of a mission that matters supporting youth, agriculture and leadership. You're well aware special interest groups, celebrities and social media have created an engaging environment that often casts doubts about agriculture and how our food is produced. We must compete for the attention and minds of students who will become voters, leaders and advocates for Texas agriculture; those who will provide a safe and affordable food supply for a hungry world.

We're proud to note that 200,000 students are enrolled in agricultural science courses and that Texas FFA membership is in excess of 130,000 (1 in 6 FFA members in the United States now reside in Texas). Our students are using STEM to solve real world problems, and now we have a chance to encourage their dreams, innovations and servant leadership for a better tomorrow.

Your generous support is making Texas a better place to live, work and raise our families. We look forward to seeing you in the Panhandle for An Evening for Texas Agriculture. **Thank you!**

Respectfully,

Ken Johnson

Chairman, Board of Directors
Texas FFA Foundation

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We partner with the very best in Texas agriculture

Growing Our Future

Texas Agricultural Education Leadership Conference



Agricultural science students and Texas FFA members use STEM to solve real-world problems.





Mission

Student leaders today.

Dynamic influencers tomorrow.





Through a coordinated effort

by the Texas FFA Foundation to engage the Texas FFA Association, Vocational Agricultural Teachers Association of Texas (VATAT), Texas FFA Alumni Association, Collegiate FFA Association of Texas, and Texas Young Farmers Association in cooperation with business, industry, agricultural colleges/universities, and governmental leadership, the Texas FFA Foundation will work to advance agricultural education and the Texas FFA Program.

Building on the proven success of Texas agricultural education

and the Texas FFA Program, our mission will be distinguished by the continued development, funding, and implementation of cutting edge learning opportunities focusing on: academic achievement, critical thinking, leadership and communication skills, technical and practical skills, teamwork, and a strong work ethic.

As a necessary step in enhancing the range and depth of our teacher's capabilities, the Texas FFA Foundation will work to develop effective programs and alliances with corporate sponsors, private foundations, community, education professionals and governmental leaders to maximize learning opportunities for Texas teachers, students and communities.

To ensure a dynamic future for Texas agricultural education and the Texas FFA Program, the Texas FFA Foundation will seek financial resources sufficient to sustain these programs in perpetuity.



Scholarships

We want to empower the academic and career dreams of students

in agricultural science education by teaching them that they can succeed in the Texas workforce.

Growing enrollment and membership, while a blessing, is also a challenge for us to find resources to provide more opportunities, and to continue a successful engagement. Your support helps us do that and more.



We need students who understand agriculture and have the leadership skills to engage in a meaningful dialogue to help tell our story. We must compete for their attention, and empower their abilities to engage with matters of agriculture for a more positive future.

An Incredible Experience

Your support ensures our Texas FFA members have an incredible experience from being recognized for

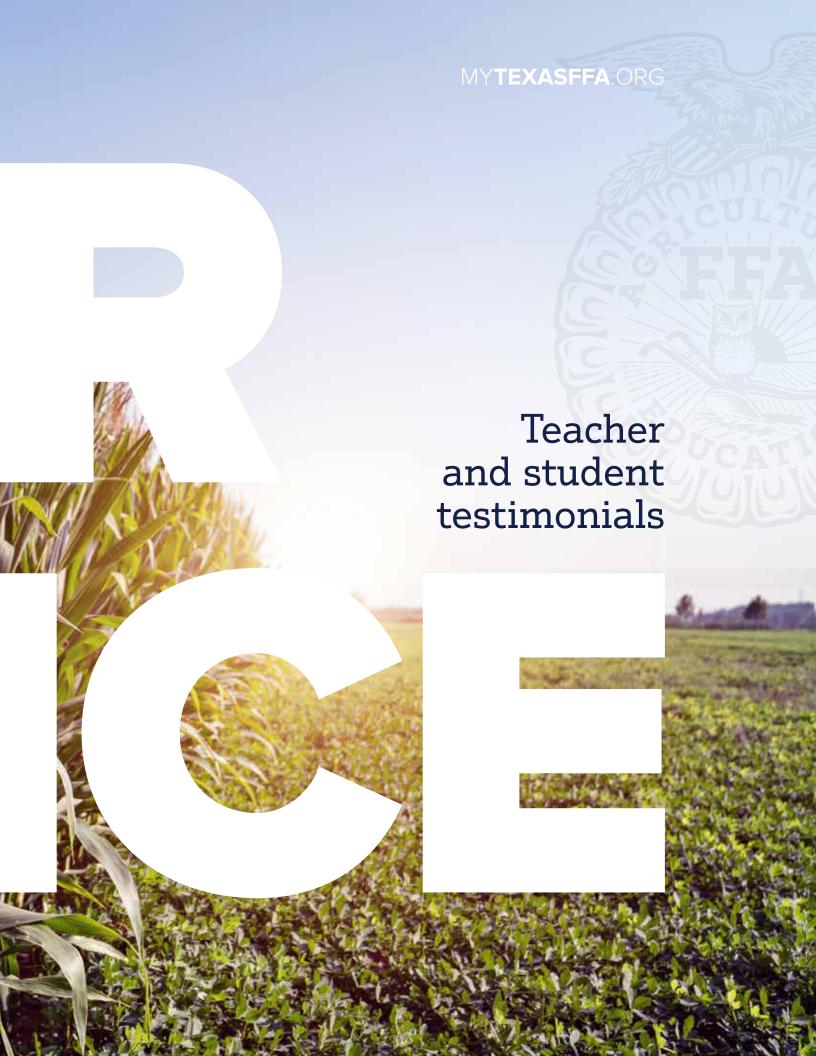
from being recognized for a job well done, expanding their professional networks, or simply being inspired by the stories of others - one thing we know for sure is our country will be improved by investing in the lives of those who will follow in our footsteps.











OUR VOICE

BRANDON NOTO

Teacher / Santa Fe FFA

We find ourselves at a time in history where it is imperative to equip students with skills that will apply to whatever unknown challenges the future has to offer. In order to feed a world whose population is exploding and whose natural resources are diminishing, we must empower students to be innovative, committed and driven to solving our greatest food challenges. By connecting students, educators and business leaders in a unique collaborative relationship, FFA provides the framework for agricultural success. As teachers we are challenged to compete for the minds of our students and provide opportunities to connect them to educational resources for career success. The FFA program provides a bridge to a better tomorrow and sponsors are providing the fuel for student achievement.





JACOB EVANS

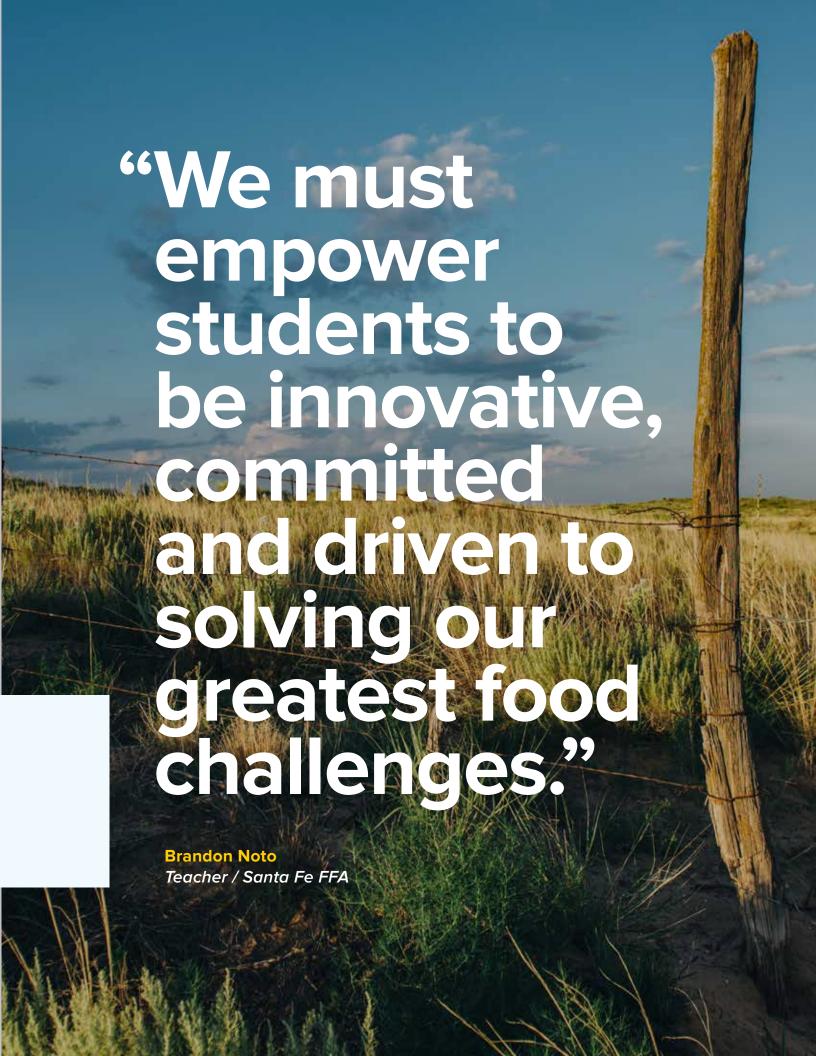
Student / Hallettsville FFA

The importance of agricultural science education is the difference between famine and feast. With the FFA jacket worn by over 130,000 Texas FFA members, the bright future of our society is budding with potential as you read. However, all our knowledge and progress would not be possible without our generous sponsors. Thank you for everything you've given me and my generation.

"The importance of agricultural science education is the difference between famine and feast."

Jacob Evans

Student / Hallettsville FFA





FFA leadership development, co range of practical, hands-on exp agricultural settings, develop a s professionally navigate conflicts clearly within the industry.

Hannah Alnemer Student / Frisco - Liberty FFA







upled with a wideerience in various tudent's ability to and communicate

HANNAH ALNEMER

Student / Frisco - Liberty FFA

FFA leadership development, coupled with a wide-range of practical, hands-on experience in various agricultural settings, develop a student's ability to professionally navigate conflicts and communicate clearly within the industry. This effectively creates knowledgeable and wellversed young professionals and leaders suited to serve agriculture. Thank you, sponsors, for providing students an opportunity to develop not only their knowledge and passion for agriculture, but also their understanding of professional environments, which creates strong leaders who will inevitably inspire agriculture today and tomorrow.

BRETT GAYLORD

Teacher / Joaquin FFA

Agriculture means everything to everyone's future. Teaching and empowering students is a critical component to agriculture's future. The FFA organization when combined with quality instruction, is undoubtedly one of the most effective leadership springboards available to our youth. Our students reap benefits of premier leadership experiences thanks to our sponsors. Agriculture and agriculture education are our gift to the future and its one that keeps on giving.

KELLYE KIRK MARSHALL

Teacher / Lufkin FFA

Agriculture instruction is more important today than ever! As our population continues to grow so does the needs of that population. We are constantly under fire and fighting a stereotypical image. Agriculture needs us to continue to advocate and educate. I can personally testify about my family's experience with the FFA. The leadership, speaking skills, and life skills my daughters learned will greatly contribute to their career success! Sponsors your generosity has given me opportunities to participate in high impact professional development experiences that I can directly use in my classroom.

My personal experience was teaching 20 years of elementary school, but in my heart I always had a passion for the FFA; 6 years ago I made a giant leap and took on high school agricultural science education. Do what you love, and you will never work a day in your life! I am living the dream as an ag science teacher!

"Agriculture needs us to continue to advocate and educate."

Kellye Kirk Marshall

Teacher / Lufkin FFA





VERONICA OSTERMAN *Teacher / Gainesville FFA*

We are developing a generation of students who are, primarily, almost a century removed from engaging in production agriculture. Now, it is more important than ever we convey the significance of understanding the farm to table continuum, while also setting our sights on evolving technologies that will impact the global agricultural economy. Because students can engage in so many aspects of this changing field through agricultural science education, FFA programs will continue to be the most effective tool for building the next generation of agricultural advocates.

There is no other teaching field that receives as much leadership, advocacy, development, or continuing education as Texas agriculture teachers. Through their continuing support, our sponsors and key stakeholders ensure that the opportunities for our students are limitless.



Veronica Osterman

Teacher / Gainesville FFA

When you are proud of something you want to share it.

Texas Agricultural Science **Education Facts**



130,000 MEMBERS

2018-19 membership established a new record with more than 130,000 members in Texas high schools.



1,100ACTIVE TEXAS FFA CHAPTERS

There are approximately 1,100 active Texas FFA chapters.



2,500TEACHERS

There are approximately 2,500 agricultural science teachers in Texas.

200,000 HIGH SCHOOL STUDENTS

Approximately 200,000 high school students are enrolled in agricultural science and technology courses.



31+
COURSES

More than 31 courses are offered in agricultural education.



14,300 ATTENDANCE

Total number of Texas FFA members and guests that attended the last Texas FFA State Convention.



1 in every 6 FFA members

in the United States now resides in Texas.

More than **one-third** of Texas FFA members are female.

ulture, the Texas FFA is on with opportunities for ents.

Students with at least 4 semesters of agriculture have a high school graduation rate of 93%.

Texas Agricultural Education Leadership Conference and Fundraising Dinner

April 19 - 20, 2020





Conference Overview

Your investment helps support this educational and leadership empowerment event.



Bringing together the best in Texas agriculture

– stakeholders with a shared vision for a better tomorrow - through a series of workshops, tours and panel discussions cumulating with an evening of networking, sharing and generosity to invest in the leadership development of Texas agricultural science education, Texas FFA members and scholarship support to make academic and career dreams a reality.





GROWING OUR FUTURE:

Leadership Conference

As excitement around this event grows, so will our plans for the event. **Event details listed here are subject to get even better!**

SUNDAY, APRIL 19, 2020

1:00pm Registration*

Location:

West Texas A&M University
Happy State Bank Academic and Research Building
Piehl-Schaeffer Pavilion

600 WTAMU Drive Canyon, Texas 79016

Contact:

Kevin Pond / Lance Keith

*We will work to pre-register students/teachers online.

2:15pm Depart for Tour or Workshop

2:30pm Going to College - What to Know

2:40pm Tour #1: Randall County Feeders

4:30pm Depart for Mixer / Dinner

5:00pm Mixer / Dinner

Special guests will be strategically positioned throughout the room at a table. Students and teacher participants will be asked to go around and visit / listen to discussions at each table.

Location:

West Texas A&M University

6:15pm Move to Panel Discussion

6:30pm Resilience and Moving Forward in the Face of Adversity

Panelist:

- John & Heather Dineen

Founder - Texas Agriculture Memorial Day, Texas Agriculture Memorial Foundation Inc.

- Kerri LeDoux

Executive Director - Live Like Johnny Organization

- Kristie Crockett

Teacher, Mother of Cody Crockett (The Day the Fires Came, Texas Monthly)

7:30pm Move to Entertainment Event

8:00 - 9:30pm Dance

9:30pm Adjourn

MONDAY, APRIL 20, 2020

8:00am Job Opportunities in Agriculture

Panelist:

- Kevin Pond

Dean - WTAMU Paul Engler College of Agriculture and Natural Sciences

- Temple Grandin

Professor of Animal Sciences - Colorado State University

- Justin Ransom

Senior Director, Sustainable Food Strategy - Tyson Foods

- Allison (Grainger) Nepveux

Agricultural Innovation, Food & Agriculture, Strategy – U.S. Grain Council

9:15am Break

9:30am Depart for Tour

9:45am Tour #2: Agricultural/Business Experience

Location:

401 US-60 Canyon, TX 79015

9:45am Al3 (Artificial Intelligence, Artificial Insemination and Agricultural Information): What it Means to Us

11:00am Depart Back to Headquarters

11:30am Lunch

Location:

West Texas A&M University

12:15pm Move to Tour #3

12:30pm Tour #3: WTAMU Meat Science Laboratory

Location:

West Texas A&M University

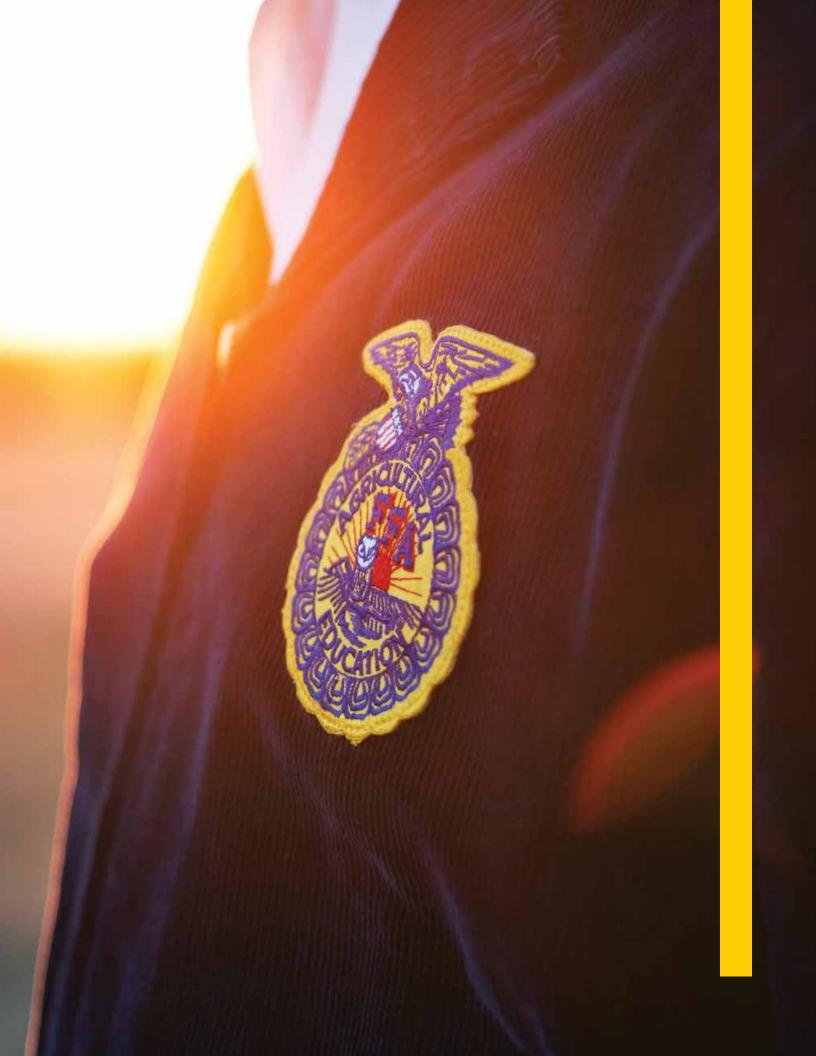
1:30pm Break / Move to Panel Discussion

2:00pm Telling the Story of Food, Agriculture and Advocacy

3:15pm Break / Move to Panel Discussion

3:30 - 4:30pm Agricultural Leadership

4:30pm Depart for Hotels



FUNDRAISING DINNER

AN EVENING FOR TEXAS AGRICULTURE MONDAY, APRIL 20, 2020

5:00pm Registration

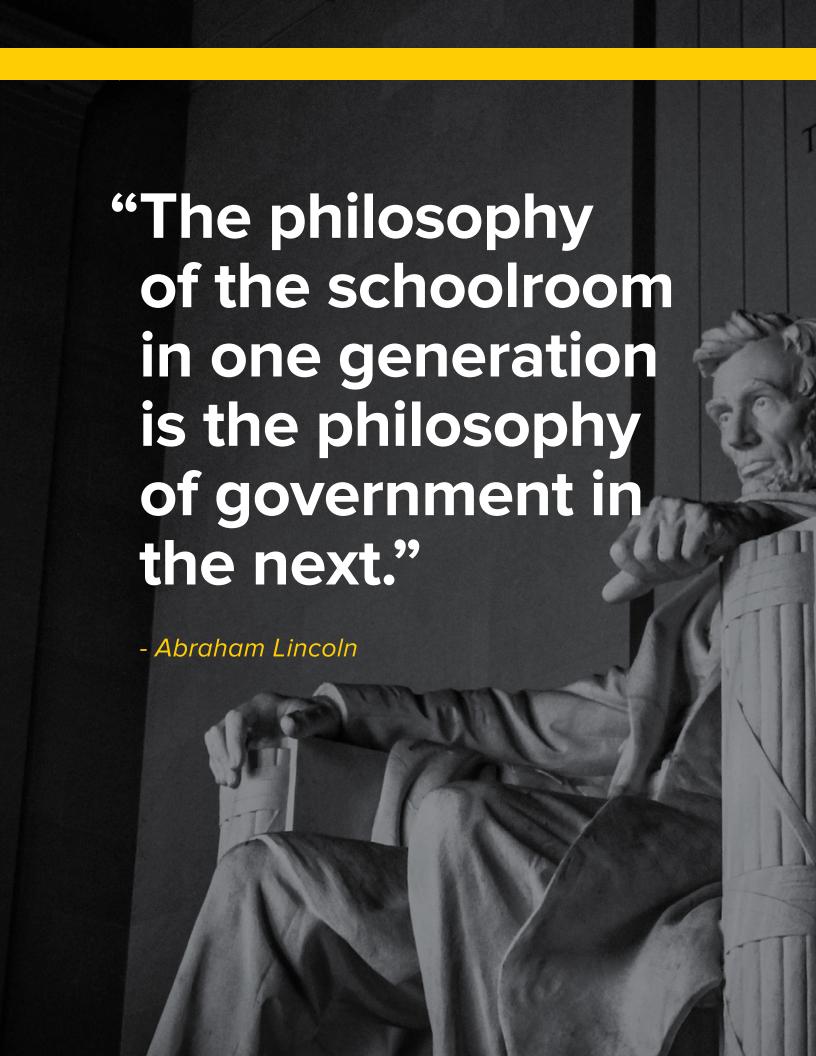
6:00pm Networking Reception

7:00pm Dinner (students - official dress)

7:30 - 8:30pm Program

- **Emcee**Bob Tallman

- Welcome
- Inspiration Red Steagall
- Why We Are Here
- You May Find a Career Temple Grandin
- We Need You
 Commissioner Sid Miller
- Compete for the Future Invited - Secretary Sonny Perdue



Sponsor Opportunities

Learn how your involvement makes a lasting impact.

Sponsor recognitions will be seen throughout the two-day Growing our Future Leadership Conference and during the fundraising dinner on Monday evening. Title Team Sponsors will also be recognized year-round through the Texas FFA Foundation's Corporate Sponsor Program.



Title Team Sponsor \$25,000

- Title Team Sponsors also enjoy the Texas FFA Foundation's recognition as "Corporate Sponsor" and receives year-round recognition / promotion (additional recognitions outlined on pg. 47)
- Premium seating and (3) reserved tables (8ppl) for evening dinner and program*
- .20 second promotional video (provided by sponsor) will be played onsite of event and during the annual Texas FFA Convention
- Promotion across Texas FFA Foundation social media platforms
- Logo recognition on event sponsor signage
- Logo recognition in printed event program
- Logo promotion on audio/visual big screen at event
- Logo on printed table-top recognition sign

Platinum Sponsor \$15,000

- Premium seating and (2) reserved tables (8ppl) for evening dinner and program*
- .20 second promotional video (provided by sponsor) to be played onsite
- Promotion across Texas FFA Foundation social media platforms
- Logo recognition on event sponsor signage
- Logo recognition in printed event program
- Logo promotion on audio/visual big screen at event
- Logo on printed table-top recognition sign

Blue & Gold Sponsor \$10,000

- Premium seating and (2) reserved tables (8ppl) for evening dinner and program*
- Promotion across Texas FFA Foundation social media platforms
- Logo recognition on event sponsor signage
- Logo recognition in printed event program
- Logo promotion on audio/visual big screen at event
- Logo on printed table-top recognition sign

Gold Sponsor

\$5,000

- Premium seating and (1) reserved table (8ppl) for evening dinner and program*
- Promotion across Texas FFA Foundation social media platforms
- Printed name recognition in the event program
- Printed promotion on audio/visual big screen at event
- Logo on printed table-top recognition sign

Silver Sponsor

\$3,500

- (1) Reserved tables (8ppl) for evening dinner and program*
- Printed name recognition in the event program
- Printed promotion on audio/visual big screen at event
- Logo on printed table-top recognition sign

Bronze Sponsor \$1,500

- (4) tickets to fundraising dinner
- Printed name recognition in the event program
- Printed promotion on audio/visual big screen at event

Proud Supporter

- Recognition of gifts up to \$1,500
- Promotion (text) printed event program

We invite our sponsors to join us for any of the panel discussions or tours during the leadership conference.

We value your support and want you to see firsthand where your investment meets return.

MYTEXASFFA.ORG

On behalf of the more than 200,000 students enrolled in agricultural science courses; the more than 130,000 Texas FFA members; and 2,400 Texas agricultural science teachers thank you for supporting scholarships, leadership development opportunities and agricultural literacy efforts.

JUST IN CASE:

We have learned early in the planning of this first ever event we may exceed our capacity in honoring all the sponsorship recognitions onsite of the event - we will honor them.

If that is the case, we will provide equitable sponsorship recognition / promotion throughout the Texas FFA Foundation social media, annual Texas FFA Convention and other events and activities where we can **confidently share your generous support**.



Sponsorship Guidelines

The Texas FFA Foundation Sponsorship Programs are **designed to encourage optimum promotion** for your support.

- All sponsorship payments should be made to the Texas FFA Foundation and denoted for Growing Our Future Event.
- All rules, guidelines and requirements of usage of the FFA logo, marks and emblem are at the direction of the Texas FFA Association and National FFA Organization.

DISCLAIMER

Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement by 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 in excess of budgeted costs associated with special projects, convention or conference will be used to preserve the strength and future of the Texas agricultural science education and Texas FFA programming.

The Texas FFA Foundation is a nonprofit 501(c)3 organization and contributions are tax deductible.

TEAD HED

Growing Our Future

Sponsorship Commitment Form

Once processed, you will receive confirmation of your participation in the Texas FFA Foundation sponsorship program. Updates will be sent to you regarding any publication, printing or promotional suspense dates to ensure the highest quality experience. If you ever have any questions, please do not hesitate to call or email.

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ease select sponsorship to suppor	t:		
Title Sponsor: \$25,000			
Platinum Sponsor: \$15,000			
Blue & Gold Sponsor: \$10,000			
Gold Sponsor: \$5,000			
Silver Sponsor: \$3,500			
Silver Sponsor: \$3,500 Bronze Sponsor: \$1,500			

Thank you for your support.

Sponsorship can be made online or by mail.

Return commitment form to:

Texas FFA Foundation, 614 East 12th Street, Austin, Texas 78701 (512) 480-8047

Fax: (512) 472-0555

Email: joanne@texasffafoundation.org

Credit Card Payments:

Secure credit card payments can be made online by visiting the Texas FFA Foundation website at: mytexasffa.org/foundation

Click on the "Growing Our Future" button, or sponsors can process their gift directly at:

http://weblink.donorperfect.com/growing_our_future

Safe and Secure



Corporate Sponsor **Deliverables**

In addition to being recognized as a Title Team Sponsor of the *Growing our Future Leadership Conference and Dinner*, we will also honor your support as a Corporate Sponsor of the Texas FFA Foundation.

Benefits include:

- 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 recognitions and "boosts" on the Texas FFA Foundation social media outlets
- 1/2-page ad in 5 issues of VATAT Newsletter distributed to teachers and other adult stakeholders through the year.
- (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 Texas FFA 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
- 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 or other applicable social media (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.

