



# Corporate Sponsorship Opportunities

MYTEXASFFA.ORG

**Friends of the Texas FFA,**

Texas is blessed with three vital and renewable resources: youth, agriculture, and leadership. Through agricultural science education and the Texas FFA, our students are utilizing STEM to solve real world problems. The generous support of our sponsors and donors are providing the fuel to help make dreams come true. Our students are ready today to become dynamic influencers tomorrow.

**Our Corporate Sponsor Package is designed to provide sponsors a pathway to engage with our incredible marketplace** while meeting the philanthropic and community relation strategies of your organization. The success of this program has been adopted by many state FFA foundations and serves as a model for best practices. You will be joining our list of corporate sponsors who are enjoying the brand engagement in the Texas FFA marketplace. You will not be disappointed!

# Texas is blessed with three vital and renewable resources: **youth, agriculture, and leadership.**

**With 95-years of brand equity, we value the “co-branding” / “win-win” collaborations through our sponsorship programs.** Our staff and governing board of directors are committed to excellence in sponsorship relations, recognitions, and promotions. We use passion coupled with innovative strategies to ensure the value of your support while supporting our mission that matters.

Your investment is making Texas a better place to live, work and raise our families. We look forward to working with you and growing a better future through support of the Texas FFA.

**Thank you!**


**Mitchell Dale**

Chairman  
Board of Directors  
Texas FFA Foundation  
President, McRee Ford



# 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 millions of FFA members by developing their potential for premier leadership, personal growth and career success.





**A sponsorship with the Texas FFA Foundation is a great co-branding opportunity for businesses and organizations to utilize the loyal Texas FFA marketplace. 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 Corporate Partnership Program promotes those businesses and organizations supporting the longevity of the Texas FFA program. Our students, teachers, parents, and other participating partners join us in saying thank you for supporting the Texas FFA.

Your generous support helps us ensure a strong financial future for Texas FFA programming, and while recognizing your sponsorship in a strong Agricultural Science Education and Texas FFA marketplace.

## Texas Team Ag Ed



**Agriculture,  
Food &  
Natural  
Resources**



# Corporate Sponsor

**\$35,000**

Year-round recognition including promotion at the annual state convention and teacher's professional development conference. Deliverables to Corporate Sponsors include:

**Corporate Sponsor** recognition provided across all websites and promotional channels includes logo with link to url landing page.

**Social Media\*** – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 63,000+ followers, Texas FFA Foundation 23,000+ followers, ATAT 5,800+ followers)
- Twitter (Texas FFA Association 13,400+ followers, Texas FFA Foundation 4,269+ followers, and ATAT 1,900+ followers)
- Instagram (Texas FFA Association 36,700+, Texas FFA Foundation 9,426+ followers, and ATAT 385+ followers)
- LinkedIn (Texas FFA 360+ followers, Texas FFA Foundation 1,260+ followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. \*Sponsor needs to identify features they would like boosted.

**Licensing** - agreement for use of the “Proud to Support the Texas FFA” logo

**Recognitions** – Corporate Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/2 page Sponsor Recognition in two

issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website
- Opportunity to present to the Foundation LEAD series
- Potential Interview Opportunity on the Texas FFA Foundation's *Growing Our Future* Podcast

#### **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

\*Additional booth space may be purchased as needed by the individual

#### **Convention Recognition**

- Recognized on stage during Texas FFA Convention for Corporate Sponsorship
- (3) Convention posters denoting your partnership status at Texas FFA Convention.
- 45 second commercial to be shown during State FFA Convention (will be shown two times)
- 45 second video commercial may also be shown through applicable social media (video editing may be necessary to meet formatting and time allotment)
- Tickets and recognition during the Texas FFA Foundation's annual

Passion for Excellence Celebration breakfast held during the convention

- Promotion/recognition in the Texas FFA Convention Program
- Promotion/recognition in the Career & Expo Brochure
- Logo recognition on MyTexasFFA website

#### **Conference Recognition**

- Recognition at the ATAT Teachers Professional Development Conference as a Gold Sponsor
- (3) Large posters\* denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.

\*Contingent upon available space

- Special recognition and VIP seating during Family Night
- One-minute video greeting/ advertisement to be played before the General Sessions.
- One half page advertisement in the conference program
- Recognition on the association's website

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

# Gold Sponsor

## \$20,000

Gold Sponsors receive strategic recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and ATAT Teachers Professional Development Conference. Deliverables to Gold Sponsors include:

**Gold Sponsor** logo recognition provided across all websites.

**Social Media\*** – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 63,000+ followers, Texas FFA Foundation 23,000+ followers, ATAT 5,800+ followers)
- Twitter (Texas FFA Association 13,400+ followers, Texas FFA Foundation 4,269+ followers, and ATAT 1,900+ followers)
- Instagram (Texas FFA Association 36,700+, Texas FFA Foundation 9,426+ followers, and ATAT 385+ followers)
- LinkedIn (Texas FFA 360+ followers, Texas FFA Foundation 1,260+ followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. \*Sponsor needs to identify features they would like boosted.

**Licensing** - agreement for use of the “Proud to Support the Texas FFA” logo

**Recognitions** – Gold Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/2 page Sponsor Recognition in two

issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website

### Complimentary Exhibit Booth –

Gold 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

\*Additional booth space may be purchased as needed by the individual

### Convention and Conference Recognition

- (2) Convention posters\* denoting your partnership status at Texas FFA Convention.
- (2) Large posters\* denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.

\*Contingent upon available space

- 20 second video commercial may be shown through applicable social media (video editing may be necessary to meet formatting and time allotment)
- Tickets and recognition during the Texas FFA Foundation’s annual Passion for Excellence Celebration breakfast held during the convention.



# Silver Sponsor

## \$15,000

Silver Sponsors receive recognition and promotions across the ranks of Texas Team Ag Ed during the annual Texas FFA Convention and ATAT Teachers Professional Development Conference. Deliverables to Silver Sponsors include:

**Social Media\*** – promotions, special announcements and information can be distributed from time to time on our social media outlets including:

- Facebook (Texas FFA Association 63,000+ followers, Texas FFA Foundation 23,000+ followers, ATAT 5,800+ followers)
- Twitter (Texas FFA Association 13,400+ followers, Texas FFA Foundation 4,269+ followers, and ATAT 1,900+ followers)
- Instagram (Texas FFA Association 36,700+, Texas FFA Foundation 9,426+ followers, and ATAT 385+ followers)
- LinkedIn (Texas FFA 360+ followers, Texas FFA Foundation 1,260+ followers)
- Additionally, the Texas FFA Foundation will provide two “boosts” per year for corporate sponsor posts on Facebook and Instagram. \*Sponsor needs to identify features they would like boosted.

**Licensing** - agreement for use of the “Proud to Support the Texas FFA” logo

**Recognitions** – Silver Sponsor recognition on the Texas FFA News Online website and in the ATAT Growing Our Future Magazine (sent to teachers, former teachers and stakeholders)

- 1/4 page Sponsor Recognition in two

issues of the Growing Our Future Magazine

- Recognition on the Texas FFA News Online website

**Complimentary Exhibit Booth** – Silver Sponsors will receive a complimentary 10’X10’ exhibit space at both the Texas FFA Convention and Teachers Professional Development Conference.

### Convention and Conference Recognition

- (1) Convention poster denoting your partnership status at Texas FFA Convention.
- (1) Large poster denoting your partnership status at the ATAT Professional Development Conference for Agricultural Science Teachers.
- Tickets and recognition during the Texas FFA Foundation’s annual Passion for Excellence Celebration breakfast held during the convention.



# 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 for 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 FFA.*

*\*All social media stats were taken in November 2023.*





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