



93rd Annual
Texas FFA
State Convention

Sponsorship Opportunities

A Mission That
MATTERS

MYTEXASFFA.ORG



93rd Annual Texas FFA State Convention

You're not just supporting an event, you're supporting
A Mission that Matters.

Friends of the Texas FFA,

Thank you for supporting the Texas FFA. While we continue to adapt to COVID-19 protocols and best practices, we are excited about this year's convention in Fort Worth, Texas. We will be sharing the programs which recognize more than 2,500 students from across the state for a job well done. Your support provides the fuel to help make dreams come true.

Sponsors of the Texas FFA Convention are supporting the largest FFA Association in the United States while championing the greater mission of preserving the strength and future of agricultural science education and the Texas FFA programming. Your sponsorship support will be recognized during the week of the convention, and year-round, as a resource tool for agricultural science teachers. **What's most inspiring is you can be proud to know your support is empowering a generation to excel and become the dynamic influencer's of tomorrow.**

Sponsors of the Texas FFA Convention are supporting the largest FFA Association in the United States

Again, thank you for supporting A Mission that Matters. Your investment is making Texas a better place to live, work and raise our families.

We look forward to having you join us. Here's to a great 93rd Annual Texas FFA Convention and here's to you. Thank you!

Sincerely,

Mitchell Dale
Chairman
Board of Directors
Texas FFA Foundation



An Incredible Experience

Our sponsors are ensuring Texas FFA members have an incredible experience during our annual convention. 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 – our country will be improved by investing in the lives of those who will follow in our footsteps.

Scholarship Recognition

More than \$2.3 million dollars in academic and award scholarships are given during convention week. More than 2,500 students will be recognized for a job well done.

Brand Exposure

Our convention sponsor recognitions will provide greater brand exposure for sponsor brands as students, teachers, and guests utilize both an in person and virtual convention format.

Leadership Development

Student leadership is on display throughout the convention. Students have the chance to participate in leadership workshops and webinars with expert content.





Our generous sponsors are providing the fuel to help make dreams come true. We are proud of our student leaders today who will become dynamic influencers of tomorrow.

The Texas FFA convention provides great exposure for sponsor brands and allows teachers to utilize convention assets as year-long supplemental education materials.

A person wearing a cowboy hat and dark clothing is riding a horse through shallow water. The horse is splashing, creating a large spray of water droplets that are illuminated by the warm, golden light of a sunset. The background shows a hazy landscape with trees and hills under a cloudy sky. The overall mood is adventurous and proud.

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

Convention Facts

Convention attendance broke the record with more than 14,000 members and guests at the Fort Worth Convention Center in 2019!

Guest attendance is comprised of family members, school administrators, VIPs, board members and business representatives.

We believe the 93rd Annual Texas FFA Convention will set a new record because of the opportunity for all Texas FFA members, parents, teachers, sponsors, and stakeholders.



The Texas FFA Convention now ranks among the Top 5 Association conventions in the state of Texas.

Attendance for the last three years has averaged more than 13,000!

The FFA convention has an annual economic impact estimated at \$6.5 million to the host city! This warrants sizeable media attention and exposure for participating sponsors.



More than 2,500 students are recognized on-stage at convention.

The Texas FFA Convention is the largest youth led convention in Texas.

More than \$2.3 million in scholarships are awarded annually.





Texas FFA

Philanthropy, Marketplace, and Talent Source

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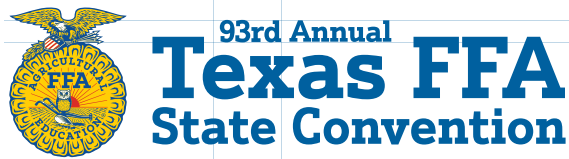
- 2019-20 membership established a new record with more than 139,815 FFA members in Texas high schools.
- Texas FFA membership accounts for approximately 18% of the national membership.
- 1 in every 6 FFA members in the United States now resides in Texas.
- There are approximately 1,079 active Texas FFA chapters.
- Approximately 214,278 high school students are enrolled in agricultural science and technology courses.
- More than 49 courses are offered in agricultural science education.
- Texas FFA is a culturally diverse organization with equal opportunities for all Texas high school students.
- More than one-third of Texas FFA members are female.
- Approximately 26% of students enrolled in agricultural science courses are minority students. (latest numbers reported by the Texas Education Agency)
- There are approximately 2,395 agricultural science teachers in Texas.



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The Reach of the 93rd Annual Texas FFA Convention





In addition to a comprehensive and dynamic sponsorship package, we are delivering expert content to our students and celebrating their success.

The convention allows students, parents, and stakeholders to participate and connect with your brand. Our students will be afforded some unique opportunities both in person and in a virtual format.

1. All Texas FFA members can be included in the convention activities.
2. The convention provides a place for students to connect - gaining expert insights to empower a brighter future.

Join us in telling them:

We are proud of you.

Platinum Game Changer

\$15,000

Sponsors have the opportunity to select one of the three tiers below - sponsor cannot select all three.

TECHNOLOGY SPONSOR

- Logo recognition on mobile device stations

SCAVENGER HUNT SPONSOR

- Company branding on scavenger hunt assets

FOUNDATION AMBASSADOR SPONSOR

- Logo recognition on Ambassador t-shirt

Common deliverables for all three tiers:

- Logo recognition on the Texas FFA Convention Partners webpage
- Logo recognition on the MyTexasFFA website
- Recognition and promotion with a paid boost* across social media (Facebook, Instagram, Twitter)
- Logo recognition and promotion in the Convention Program
- Co-Sponsor of a Growing Our Future Webinar
- Logo recognition in the Exhibitor/Career Show Program
- One 10x10 exhibit booth in the Texas FFA Convention Exhibit/Career Show
- 1-page recognition in the Growing Our Future Magazine
- Logo recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration
- :60 second video on why they support the Texas FFA
- Pre-convention webinar
- Logo recognition and company participation in the virtual scavenger hunt (in-person and virtual)

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Game Changer

\$8,000

- Logo recognition on the Texas FFA Convention Partners webpage
- Logo recognition on the MyTexasFFA website
- Recognition and promotion with a paid boost* across social media (Facebook, Instagram, Twitter)
- Logo recognition and promotion in the Convention Program
- Co-Sponsor of a Growing Our Future Webinar
- Logo recognition in the Exhibitor/Career Show Program
- One 10x10 exhibit booth in the Texas FFA Convention Exhibit/Career Show
- 1/2-page recognition in the Growing Our Future Magazine
- Logo recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration
- :45 second video on why they support the Texas FFA
- Pre-convention webinar
- Logo recognition and company participation in the virtual scavenger hunt (in-person and virtual)

Play Maker

\$3,500

- Logo recognition on the Texas FFA Convention Partners webpage
- Logo recognition on the MyTexasFFA website
- Logo recognition and promotion with a paid boost* across social media (Facebook, Instagram, Twitter)
- Logo recognition and promotion in the Convention Program
- Logo recognition in the Exhibitor/Career Show Program
- One 10x10 exhibit booth in the Texas FFA Convention Exhibit/Career Show
- 1/4-page recognition in the Growing Our Future Magazine
- Logo recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration
- :30 second video on why they support the Texas FFA
- Logo recognition in the virtual scavenger hunt

Ground Breaker \$1,500

- Recognition on the Texas FFA Convention Partners webpage
- Recognition on the MyTexasFFA website
- Recognition across social media (Facebook, Instagram, Twitter)
- Recognition in the Convention Program
- Recognition in the Exhibitor/Career Show Program
- Recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration

**Recognition without logo*

Innovator \$1,000

- Recognition on the Texas FFA Convention Partners webpage
- Recognition on the MyTexasFFA website
- Recognition across social media (Facebook, Instagram, Twitter)
- Recognition in the Exhibitor/Career Show Program

**Recognition without logo*

Motivator \$100 - 999

- Recognition on the Texas FFA Convention Partners webpage
- Recognition on the MyTexasFFA website

**Recognition without logo*

Sponsorship Suspense Dates

All sponsor videos and / or digital assets, must be received by the Texas FFA Foundation not later than Friday, June 18, 2021 to ensure inclusion in promotional opportunities.

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.

**The Texas FFA Foundation will be providing a paid social media boost to help share the sponsors of the 93rd Annual Texas FFA Convention.*

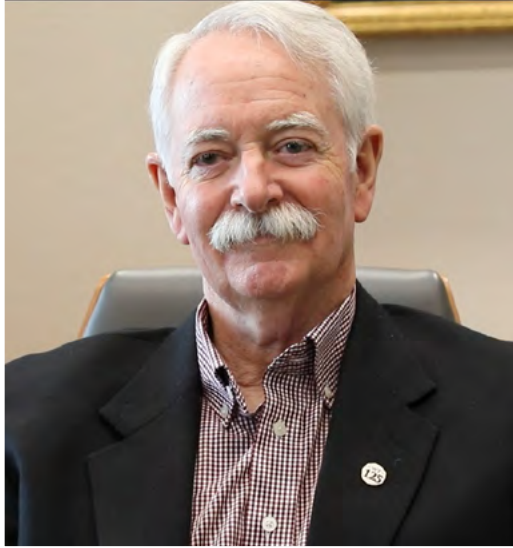
***Pre-Convention Leadership Webinar to be recorded and available for playback during the 2021-22 school year.*

A close-up photograph of a sorghum seed head, showing a dense cluster of small, reddish-brown grains. The background is a blurred field of similar plants under a clear sky. The overall image has a soft, natural feel with warm tones.

Growing Our Future Leadership Series

As we prepare to celebrate the accomplishments of our FFA members during the 93rd Annual Texas FFA Convention, **the Texas FFA Foundation will be hosting a series of webinars on topics related to leadership, education, agriculture, advocacy, and development.** Our corporate and top convention sponsors will be participating during the leadership series and recognized for their support.





Growing Our Future

Webinar Schedule

Schedule is being finalized, webinar titles and times will be updated soon.



Guidelines & Contingencies

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

- To assist in helping us reach the promotional strategies of the program, a short list of guidelines has been developed to help understand the suspense dates necessary for a successful program.
- To ensure the highest levels of service, trust and integrity, participants are asked to honor the suspense dates for the greatest program rapport.
- The program will run annually from convention to convention. Sponsors are encouraged to sign up, and/or make their commitment as soon as possible - in some cases before the next convention.
- All sponsorship payments should be made to the Texas FFA Foundation and denoted for Convention Sponsorship.
- 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.

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





93rd Annual Texas FFA State Convention

Texas FFA Foundation – 93rd Annual Texas FFA Convention Commitment Form

Once processed, you will receive confirmation of your participation in the Texas FFA Foundation Convention Sponsors Program. Updates will be sent to you regarding suspense dates to ensure the highest quality experience. If you ever have any questions, please do not hesitate to call, or write our office.

Platinum Game Changer / \$15,000

Please select only one of the three tiers.

_____ **Technology Sponsor**

_____ **Scavenger Hunt Sponsor**

_____ **Foundation Ambassador
Sponsor**

_____ **Game Changer / \$8,000**

_____ **Play Maker / \$3,500**

_____ **Ground Breaker / \$1,500**

_____ **Innovator / \$1,000**

_____ **Motivator / \$100 - \$999**

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@texasffaoundation.org

Make Your Gift Online

Credit Card Payments

Secure credit card payments can be made online by visiting the Texas FFA Foundation website at:

- Click on the “Convention Sponsor” button
- Or sponsors can process their gift directly at:

<http://weblink.donorperfect.com/2021conv>

Safe & Secure

“The true meaning of life is to plant trees under whose shade you do not expect to sit.”



I use this quote on a daily basis to help make a difference in the lives of others and to promote the most important thing I learned during my week at convention; **being a servant leader, will make you a premier leader.**

As an Ambassador we learned not everybody knows what we as FFA members know. Not all people realize the FFA is more than just showing an animal or memorizing opening ceremonies. Our job is to share with the sponsors the FFA's focus is premier leadership, personal growth, and career success through agriculture education in the classroom, a supervised

agricultural experience and the FFA program. No matter what career you planned to enter (ag. related or not) the FFA would help you achieve because every competition we engage helps grow useful skills.

When I returned to school from convention, I was super ready to make a difference. I noticed younger kids lacked an understanding of what FFA was. Our chapter officer team decided to start a Jr. FFA chapter to get the kids more involved in agriculture and hopefully ensure more members for the future of the Saltillo FFA chapter. But more than anything, I wanted to teach

them about servant leadership, because everything we do revolves around it.

I honestly believe that without the skills I learned at convention, the impact my officer team had would not have been as great as it was. My FFA and Ambassador experiences have helped me confirm my career decision in agricultural education - I am going to be a teacher.

- Chanda Neal
Former Ambassador
Agricultural Science Teacher

Mission

The Texas FFA Foundation seeks 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.



Vision

Through a coordinated effort by the Texas FFA Foundation to engage the Texas FFA Association, Agricultural Teachers Association of Texas (ATAT), 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.**



COVID-19 Safety Guidelines

COVID-19 has created some challenging times. The Texas FFA Foundation's focus is on supporting agricultural science education and the FFA. Even through the challenges COVID-19 has presented, we continue to find innovative, safe, and encouraging ways to support our students, teachers, stakeholders, and generous sponsors.

We have successfully worked to avoid disruptions caused by the corona-virus, while at the same time acting responsibly to do what we can to prevent further spread. We will continue to closely monitor and assess the evolving situation and will be diligent about communicating on important issues which may affect the 93rd Annual Texas FFA Convention.



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