

SPONSORSHIP BROCHURE

July 11-15, 2022
Fort Worth, TX

94TH ANNUAL

TEXAS FFA CONVENTION



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

Sponsorship provides great brand exposure as the support will be recognized throughout the week of the convention, and year-round, as a resource tool for agricultural science teachers and students. Your generous donations provide fuel to make dreams come true - our student leaders today will become dynamic influencers tomorrow.

Join us in telling them, “We are proud of you.”



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.

Philanthropy, Marketplace, and Talent Source

- 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.

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.

CONVENTION FACTS

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

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

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

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

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

Sponsorship Tiers 2022



Platinum

\$15,000

Platinum sponsors have the opportunity to select their preferred channel; sponsor cannot select all three. Brand recognition will include logo placements, a :60 video, and a full page ad.

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

Gold

\$10,000

Brand recognition will include logo placements, a :45 video, and a half page ad.

Silver

\$5,000

Brand recognition will include logo placements, a :30 video, and a quarter page ad.

Bronze

\$3,000

Brand name recognition in convention promotional materials.

For a full list of sponsorship benefits for all tiers, please refer to the chart on the next page.

94TH ANNUAL TEXAS FFA CONVENTION

SPONSORSHIP TIERS

PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	DELIVERABLES AND RECOGNITIONS*
✓	✓	✓	✓	Recognition on the Texas FFA Convention Partners webpage
✓	✓	✓	✓	Recognition on the MyTexasFFA website
✓	✓	✓		Recognition and promotion with a paid boost across social media
			✓	Recognition across social media
✓	✓	✓	✓	Recognition and promotion in the Convention Program
✓	✓			Co-Sponsor of a Growing Our Future Webinar
✓	✓	✓	✓	Recognition in the Exhibitor and Career Show Program
✓	✓	✓		One 10x10 exhibit booth in the Texas FFA Convention Exhibit and Career Show
Full Page	Half Page	Quarter Page		Growing Our Future Magazine Ad
✓	✓	✓	✓	Recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration
:60	:45	:30		Video on why they support the Texas FFA
✓	✓			Pre-convention webinar
✓	✓			Recognition and participation in the scavenger hunt
		✓		Recognition in the scavenger hunt

If you'd like to become a Sponsor, or want to learn more about how you can make an impact in 2022, please visit:

www.mytexasffa.org/grow

Call: 512-480-8047

Email: info@texasffaoundation.org

**Platinum, Gold, and Silver brand recognitions include logo placements. Bronze recognitions are brand name only, logo placements not included.*

When donating a smaller amount, brand recognition will be in name only, logo placements not included.

Convention Partner / \$1,500

- Recognition on the Texas FFA Convention Partners webpage
- Recognition on the MyTexasFFA website
- Recognition across social media
- Recognition in the Exhibitor/Career Show Program

Convention Supporter / Less than \$1,500

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

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.

Sponsorship Suspense Dates

All sponsor videos and / or digital assets, must be received by the Texas FFA Foundation not later than Friday, June 17, 2022 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 94th Annual Texas FFA Convention.*

***Pre-Convention Leadership Webinar to be recorded and available for playback during the 2022-23 school year.*

Texas FFA Foundation: 94th 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 / \$15,000

Please select only one of the three tiers.

_____ **Technology
Sponsor**

_____ **Scavenger
Hunt Sponsor**

_____ **Foundation Ambassador
Sponsor**

_____ **Gold / \$10,000**

_____ **Silver / \$5,000**

_____ **Bronze / \$3,000**

_____ **Partner / \$1,500**

_____ **Supportor / < \$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: info@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/2022conv>

Safe & Secure

Thank You.

MYTEXASFFA.ORG



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