

SPONSORSHIP BROCHURE

July 8-12, 2024  
Houston, TX

96TH ANNUAL

# TEXAS FFA CONVENTION



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

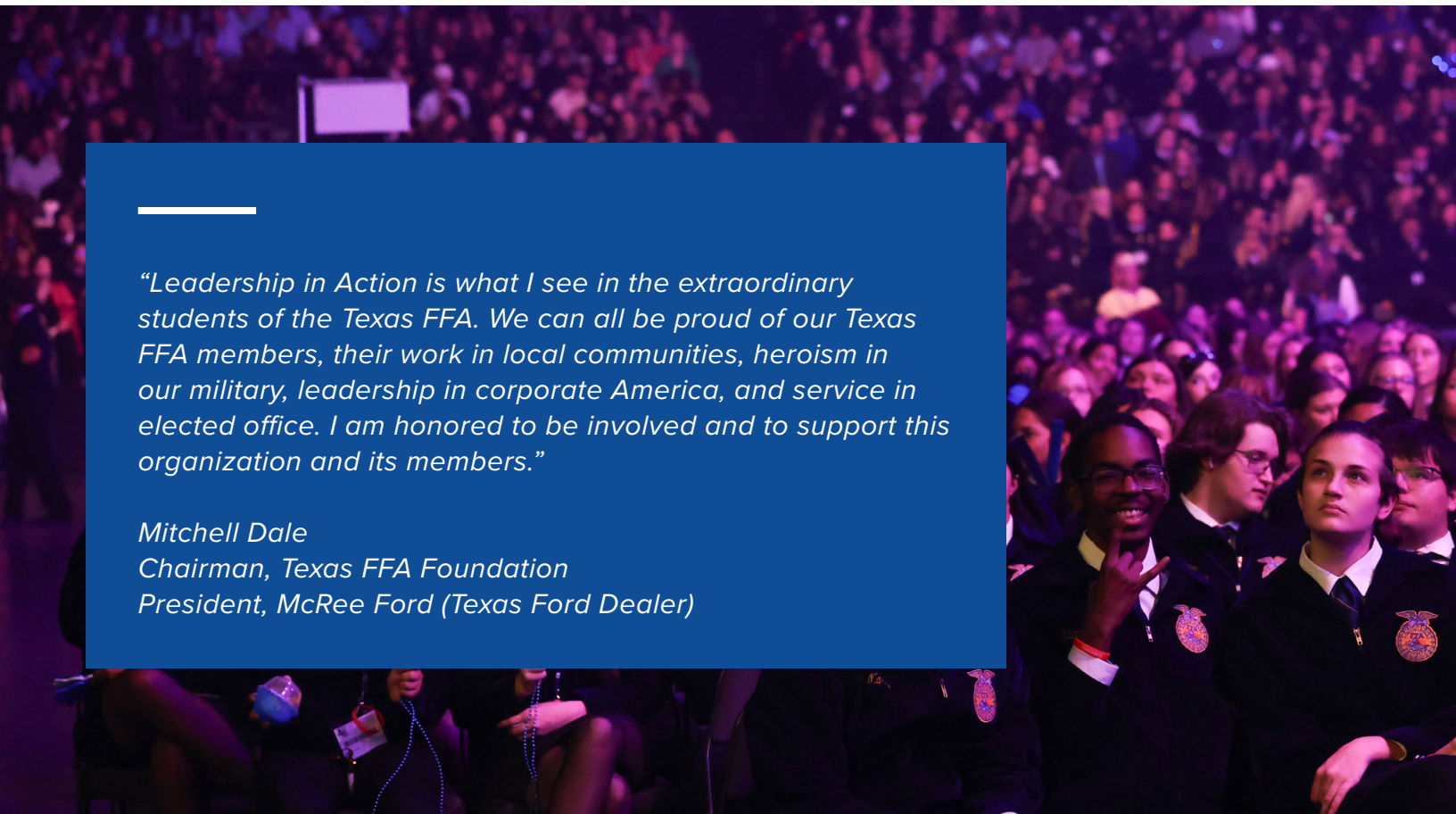
Sponsorship provides great brand exposure as the support will be recognized throughout the week of the convention, and year-round, as a resource tool for agricultural science teachers and students. Your generous donations provide fuel to make dreams come true - our student leaders today will become dynamic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

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

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*“Leadership in Action is what I see in the extraordinary students of the Texas FFA. We can all be proud of our Texas FFA members, their work in local communities, heroism in our military, leadership in corporate America, and service in elected office. I am honored to be involved and to support this organization and its members.”*

*Mitchell Dale  
Chairman, Texas FFA Foundation  
President, McRee Ford (Texas Ford Dealer)*



# 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 \$2.4 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 with content experts.

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*“ExxonMobil is a proud sponsor of the Texas FFA’s state agriscience fair. The FFA supports our focus on science and math education while providing students an opportunity to develop critical thinking skills that solve the challenges of today and tomorrow.”*

*Neely Nelson, Head of Strategy & Citizenship, P&GA, Exxon Mobil Corporation*



# Philanthropy, Marketplace, and Talent Source

- 2022 – 2023 membership established a new record with more than 175,011 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 1,100 active Texas FFA chapters.
- 15,500+ FFA members and guests attend the Annual Texas FFA Convention.
- Approximately 265,000+ 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 half of Texas FFA members are female.
- There are approximately 2,500+ agricultural science teachers in Texas.
- Agriculture, Food, and Natural Resources Clusters classes are taught at 809 school districts across the state.
- There are approximately 2,700+ who attend the Teachers Professional Development Conference.
- Approximately 26% of students enrolled in agricultural science courses are minority students. (latest numbers reported by the Texas Education Agency)

## 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

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

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

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

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More than \$2.4 million in scholarships are awarded annually.

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

# Sponsorship Tiers 2024



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*“The Texas FFA is a premier leadership organization that I’m very fortunate to be actively engaged. I continue to be impressed with the members professionalism and strong desire for achievement. The members are growing into productive and adaptable adults by stepping outside their comfort zones and trying new experiences. Texas FFA members are learning valuable life skills through inclusive hands-on experiences. A standout organization committed to excellence today ... the future is right there in those blue jackets.”*

*Karissa Jones, Strategic Account Manager, Pest Control, Turf & Ornamental, BASF*

# Platinum

## \$15,000

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Brand recognition will include logo placements and a full page sponsor recognition.

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*“As Justin celebrates 145 years of heritage, we recognize the importance of supporting the Texas FFA. Our continued partnership is rooted in the shared commitment to empower youth, fostering leadership, innovation, and a strong work ethic. By investing in the Texas FFA, we contribute to the cultivation of a resilient and skilled generation, ensuring they are well-equipped to lead with excellence, carrying forward a legacy that spans generations.”*

*John Sweeney, President, Justin Brands*

## Gold

### \$10,000

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Brand recognition will include logo placements and a half page sponsor recognition.

## Silver

### \$5,000

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Brand recognition will include logo placements and a quarter page sponsor recognition.

## Bronze

### \$3,000

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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.

# 96TH ANNUAL TEXAS FFA CONVENTION

## SPONSORSHIP TIERS

PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$3,000	PARTNER \$1,500	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
✓	✓	✓	✓	✓	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 Sponsor Recognition
✓	✓	✓	✓		Recognition at the Texas FFA Foundation Annual Passion for Excellence Celebration

If you'd like to become a Sponsor, or want to learn more about how you can make an impact in 2024, please visit:

<http://weblink.donorperfect.com/2024conv>

Call: 512-480-8047

Email: [info@texasffaoundation.org](mailto:info@texasffaoundation.org)

We appreciate all those who support the annual Texas FFA Convention, and we are honored to recognize our sponsors for their level of generous support.

Convention Supporters (less than \$1,500) are recognized on the MYTEXASFFA website on and promotional signs at the State FFA Convention.

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

\*\* Sponsor must identify material they want boosted.



# 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 digital assets must be received by the Texas FFA Foundation no later than Friday, June 14, 2024 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 96TH Annual Texas FFA Convention.*

# Texas FFA Foundation: 96TH 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**

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

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

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

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

\_\_\_\_\_ **Supportor / < \$1,500**

\_\_\_\_\_  
*Name*

\_\_\_\_\_  
*Signature*

\_\_\_\_\_  
*Date*

**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](mailto: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/2024conv>

*Safe & Secure*

# Thank You.

[MYTEXASFFA.ORG](http://MYTEXASFFA.ORG)



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