California FFA
State FFA Leadership Conference
Partnership Opportunities

April 23-26, 2020
Anaheim, California
www.CalAgEd.org
The California FFA

The California FFA has more than 92,000 members, an all-time high, in 338 chapters across California, making it the second largest membership of the National FFA Organization. It is a program with a deep commitment from teachers and industry, which recognize the unparalleled commitment to agriculture. Comprised of FFA chapters statewide, the California FFA brings agricultural education to urban, suburban, and rural classrooms making it an organization of great depth, diversity, and influence.

Furthermore, agriculture education and the FFA work together to provide a learning experience that includes relevant curriculum, hands-on laboratories, and “on-the-job” training, which provides members with an advantage in the competitive workplace.

As an intracurricular organization, we have dedicated instructors who ensure that FFA students are focused in the classroom, on their projects, and running a successful FFA chapter. Each of these three areas is highly effective on its own; but when woven together, is unmatched with positive results including higher graduation rates, higher levels of post-secondary education enrollment, and higher and faster completion of degree attainment in college.

Supporting the Mission

For 91 years, FFA’s mission has been to make a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education. Supporting the California FFA allows foundation partners the unique opportunity to develop brand affinity, recruit future employees, support their local community, and ensure the future of the agricultural industry. FFA members are focused students with a strong desire to develop their character and influence through a relevant continuum of leadership training, personal growth, and career development opportunities. It’s our vision to grow leaders, build communities and strengthen agriculture.
California FFA Facts

- 2018-2019 membership established a new record with 92,619 members.
- California FFA is the second largest state association in the nation; members account for approximately 14% of the national membership total.
- There are 338 active FFA chapters located at schools throughout California.
- There are more than 800 agriculture education teachers throughout California.
- Approximately 53% of California FFA members are male; 47% are female.
- 45% of our membership is Caucasian; 36% are Hispanic; 2% are African American; 1% are Asian; 16% represent other ethnicities.

California State FFA Leadership Conference

With an anticipated 6,500 students, teachers, school administrators, parents, and industry representatives in attendance this April, the California State FFA Leadership Conference is the largest youth convention in California. The three-day conference held in Anaheim, celebrates the success of FFA members through public speaking and production practices with proficiency awards, scholarships, and special recognitions. FFA members and guests gather to engage in general sessions, educational leadership workshops, tours, a career and trade show, and delegate sessions to accomplish the business of the California FFA.

Sponsoring the annual State FFA Leadership Conference fuels the initiative, innovation, and leadership that drives the next generation. You can be proud to know your support is empowering our youth to excel and become dynamic leaders and influencers of tomorrow.

State FFA Leadership Conference Facts

- Growth! The State FFA Leadership Conference attendance continues to grow boasting nearly 6,500 members and guests in attendance.
- Guest attendance is comprised of teachers, family members, school administrators, board members, and industry leaders.
- The State FFA Leadership Conference has an economic impact estimated at $2 million to the host city annually.
- Nearly $90,000 in scholarships are awarded to FFA members in recognition of their achievement.
# Event and Area Sponsorship Opportunities

**Expo Headline Sponsor** – As the premier Expo sponsor, you would have high visibility welcoming students, teachers, parents and guests into the hall and on show related signage and marketing assets. In addition, sponsor would have a prime show floor location in the hall to directly engage students. Sponsor would be invited to provide remarks at the ribbon cutting ceremony, marking the official opening of the Expo.

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**Conference Shirt** - 7,000 shirts featuring the conference theme as well as sponsor logo.

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**Teacher Lounge** – Located inside Hall A, featuring two large screens and lounge furniture, this will allow exclusive access for advisors and adults to watch a live feed of sessions inside your company’s exhibit space. In between sessions, your company’s logo and video’s will air, providing a prime opportunity to engage students and conference guests.

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**State FFA Convention Mobile App** - Launched in March, the app provides attendees with real-time information, schedules, award finalist, session information, and much more. Sponsor logo would be prominently placed on the home screen of the app.

**FFA Registration Desk** - Located in the foyer between Hall A and the Arena, the registration desk is where all credentials and conference badges are issued. Your signage would flank the registration area and includes the opportunity to include your collateral with registration materials.

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**Foundation and Alumni Reception** - Hosted following scholarship and proficiency judging and prior to the Sponsor Session, join fellow sponsors, alumni, and guests. Sponsor will have the option to share remarks during the reception.

**New State Officer Reception** - Join the newly-elected State FFA Officers for reception or dinner at a nearby location, following the announcement of the election results.
Lounge style charging station in the Career & Trade Show - Four inviting lounge style charging stations surrounding your exhibit booth or in a high-traffic space in the show, including signage highlighting you as the sponsor.

Proficiency and Scholarship Judges Welcome Reception - Hosted prior to the scholarship and proficiency judging. Sponsor will have the option to share remarks during the reception.

Conference Pen - 7,000 pens featuring the conference theme as well as sponsor logo.

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<thead>
<tr>
<th>Pre-Session Pump-up Video</th>
<th>$2,500</th>
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Pre-Session Pump-up Video - To be aired prior to the start of each of the six sessions; sponsor logo will appear at the end of the approximately three-minute video.

Banner advertisement on conference mobile app (1 year) - Spring 2018 statistics: 5,958 devices accessing the app; app opened 38,450; total page views 122,930

Recognition Opportunities

Your sponsorship also comes with these great visibility opportunities.

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<thead>
<tr>
<th>METAL</th>
<th>Platinum $50,000</th>
<th>Gold $30,000</th>
<th>Silver $20,000</th>
<th>Bronze $10,000</th>
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<tbody>
<tr>
<td>Billing</td>
<td>Top</td>
<td>Second</td>
<td>Third</td>
<td>Fourth</td>
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<tr>
<td>Logo in printed program</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo and promotion California FFA social media</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Invitation to Foundation and Alumni reception</td>
<td>Yes</td>
<td>Yes</td>
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<td>Sponsor acknowledgement during the Sponsor Session</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<td>Logo recognition in the sponsor credit loop on the big screen preceding each conference session</td>
<td>Yes</td>
<td>Yes</td>
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<td>Access to an electronic chapter directory for future communication with FFA members and chapters</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Full conference registration badges</td>
<td>6</td>
<td>4</td>
<td>2</td>
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Investing in the Future

Supporting the State FFA Leadership Conference provides the following benefits:

- Connect with the next generation of agricultural employees, innovators, and leaders.
- Recruit from thousands of youth professionals with a vast array of skills, interest, and disciplines.
- Showcase your support of the California FFA within the agriculture industry.
- Invest in the future of agriculture and the mission of the California FFA.

Lastly, you would be acknowledged as a California FFA Foundation Sponsor, which would provide recognition during the State FFA Leadership Conference, and in related conference materials, logo recognition in the Greenhand Leadership Conference, Made for Excellence, Advanced Leadership Academy, and Sacramento Leadership Experience conference programs, which include circulation of approximately 14,000.

The California FFA Foundation appreciates your consideration and the investment you are making. We hope that you will join other supporters of the California FFA who recognize that students across California are bettering agriculture, society, and most importantly, themselves through their experiences in the FFA. Please do not hesitate to call with any questions, or if you need additional information.

**Sponsor Questions:**

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