



CALIFORNIA FFA FOUNDATION

2026-2027 Sponsorship Opportunities



CALIFORNIA
FFA FOUNDATION

INVEST IN THE FUTURE OF AGRICULTURE TODAY



The California FFA Foundation works alongside industry leaders, educators, government agencies, foundations, and individual donors to create opportunities for more than 110,000 California FFA members. Together, we provide impactful programs, recognize student achievement, and help prepare the next generation of agricultural leaders for a successful future.

- *Connect with the next generation of agricultural employees, entrepreneurs, and leaders.*
- *Recruit and build meaningful connections with thousands of young professionals with a broad array of skills, interests, and disciplines.*
- *Gain brand visibility with more than 110,000 FFA members throughout 375 local FFA chapters.*
- *Invest in the future of agriculture and the mission of California FFA.*

THE THREE-COMPONENT MODEL OF AGRICULTURAL EDUCATION

Unique among educational programs, agricultural education consists of a three-pronged learning model designed to engage and educate all types of students.



- Classroom/Laboratory Instruction: contextual learning
- SAE (Supervised Agricultural Experience): work-based learning
- FFA: student leadership organization

California's school-based agricultural education program prepares all students for careers in and outside of the agriculture industry. Our approach to growing the whole person focuses on character and interpersonal skills, technical expertise, and critical thinking.

HOW SPONSORS PROVIDE SUPPORT WITHIN AGRICULTURAL EDUCATION

SAE

- Grants for students
- Proficiency awards & scholarships
- Specialized learning opportunities at FFA conferences

CLASSROOM

- Grants for chapters
- Focused educational opportunities at events
- Teacher recognition

FFA

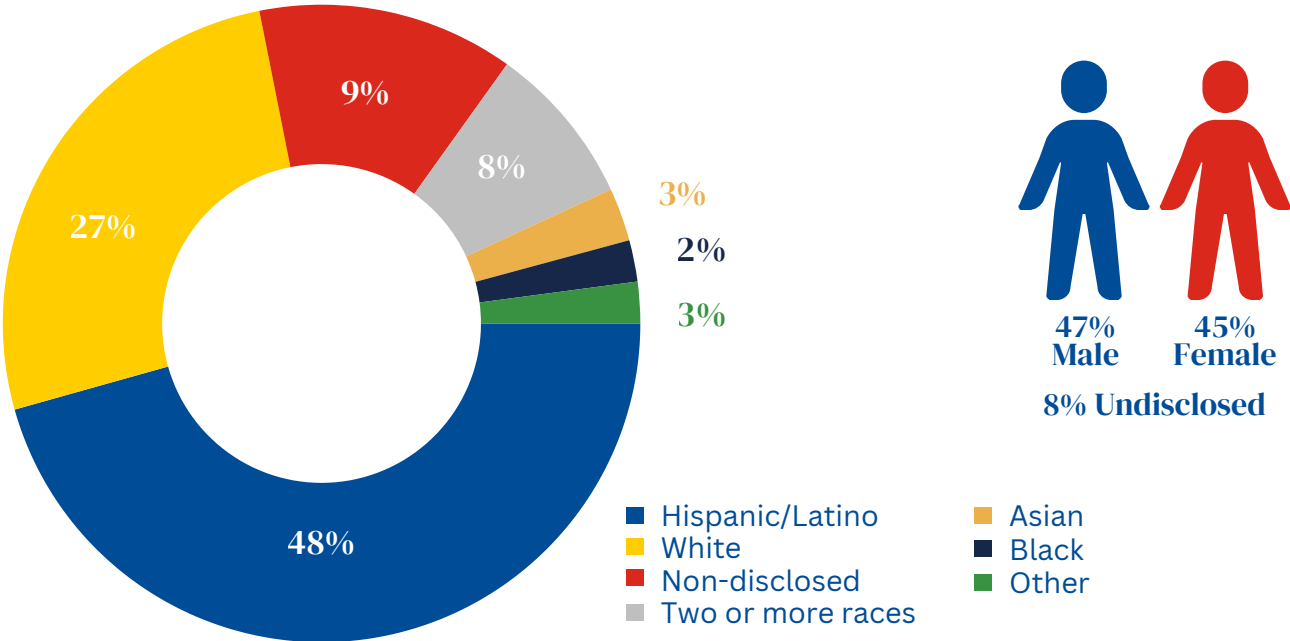
- FFA jackets for students
- 55+ Leadership development conferences
- Section, regional and state level contests

CALIFORNIA FFA STATISTICS & DEMOGRAPHICS

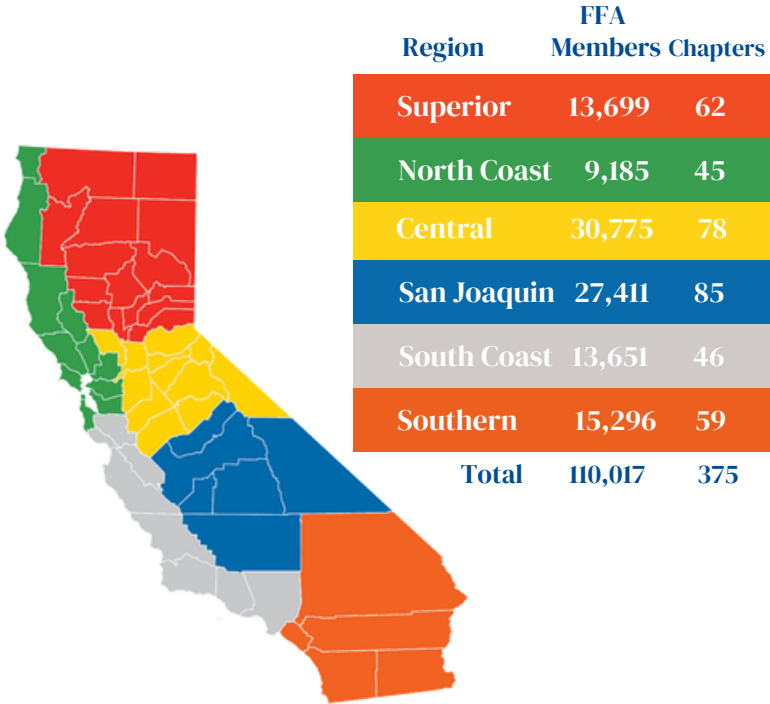
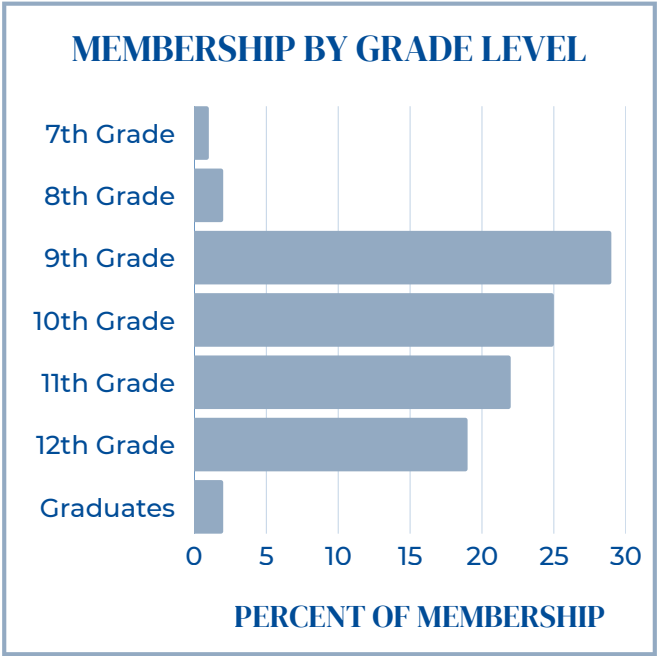


California FFA serves 110,017 members across 375 chapters statewide. These chapters represent a diverse mix of public, private, and charter schools, and the total also includes middle school programs throughout California.

STUDENT GENDER & ETHNICITY



GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS



Data based on the 2025-2026 school year.

ANNUAL SPONSORSHIP OPPORTUNITIES

<i>Sponsorship Package Comparison</i>	\$75,000 National Blue Sponsor	\$50,000 Corn Gold Sponsor	\$25,000 Creed Sponsor	\$10,000 Motto Sponsor
STATEWIDE LEADERSHIP CONFERENCE CONTINUUM RECOGNITION <i>Greenhand Leadership Conference (GLC), Made for Excellence (MFE), Advanced Leadership Academy (ALA), Change Makers Summit (CMS), and Sacramento Leadership Experience (SLE).</i>				
Sponsor logo on Conference shirts	GLC, MFE, ALA & CMS	GLC		
Recognition in the GLC, MFE, ALA, CMS, and SLE Conference Programs	Logo	Logo	Logo	Name
Onscreen recognition at conferences in the Leadership Conference Continuum	Logo	Logo	Logo	Name
MEDIA RECOGNITION <i>Content to be provided by sponsor for items noted below.</i>			  	
Inclusion in one edition of California FFA Foundation's print newsletter (3.300 subscribers) Content to be provided by sponsor.	Profile Article	Highlight	Logo Recognition	
E-Newsletter Recognition California Association, FFA - 94,226 subscribers California FFA Foundation - 23,329 subscribers	Photo/ad with embedded link	Photo/ad with embedded link	Logo Recognition	Logo Recognition
Acknowledgement on the California FFA website - CalAgEd.org	Logo with link	Logo with link	Logo	Logo
Recognition on California FFA social media pages Content to be provided by sponsor.	Two posts with link	Two posts with link	Logo with link	Logo with link
Use of FFA Supporter Logo	Included	Included	Included	Included

CALIFORNIA STATE FFA LEADERSHIP CONFERENCE

The California State FFA Leadership Conference is the largest youth conference in California. It is the premier opportunity to engage with FFA members who are together to learn and grow.

2026 CONFERENCE AT A GLANCE

- 7,495 FFA members, teachers, school administrators, and industry leaders were in attendance.
- *\$155,000 in scholarships and awards were awarded to FFA members and teachers in recognition of their achievements.*
- 750+ students recognized on stage during six general sessions.

2026 CONFERENCE ANALYTICS

California FFA consistently sees significant email and social traffic during the week of the California State FFA Leadership Conference.

- 42,366 average email opens for daily conference summary
- 63,986 average views per reel on Facebook and Instagram
- 2,712 average post interactions on Facebook and Instagram

**99TH CALIFORNIA STATE FFA
LEADERSHIP CONFERENCE
March 20-23, 2027
Ontario, California**



ANNUAL SPONSORSHIP OPPORTUNITIES, continued

<i>Sponsorship Package Comparison</i>	\$75,000 National Blue Sponsor	\$50,000 Corn Gold Sponsor	\$25,000 Creed Sponsor	\$10,000 Motto Sponsor
Recognition in Pre-Session Pump-Up Video. Logo will appear at the end of the three minute video	Logo	Logo	Logo	Logo
Opportunity to host on industry-lead career-focused workshop	Included	Included	Optional	Optional
Exclusive sponsorship and branding of one session with a pre-recorded video welcome message Content to be provided by sponsor.	Opening Session with 60 second pre-recorded video welcome	Closing Session with 60 second pre-recorded video welcome	General Session with 30 second pre-recorded video welcome	General Session
VIP conference passes, including invitations to Foundation and Alumni Reception	Six	Four	Two	Two
Sponsor acknowledgment on Toyota Arena displays periodically during sessions	Logo	Logo	Name	Name
Acknowledgment displayed in conference mobile app.	Logo	Logo	Logo	Logo
Exhibit Space in Expo	10x20 booth	10x20 booth	10x10 booth	10x10 booth
Donor acknowledgement at State Conference session	Included	Included	Included	Included
Signage acknowledging sponsorship throughout Toyota Arena and Ontario Convention Center	Top tier logo placement	Second tier logo placement	Third tier logo placement	Bottom tier name placement

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

\$30,000 Sponsorship Level

CONFERENCE T-SHIRTS

Each registered conference guest receives a conference t-shirt with the conference theme and the sponsor's logo printed on back.

\$20,000 Sponsorship Level

VIP LOUNGE

Located in one of Toyota Arena's luxury boxes this lounge is accessible only to VIP guests of the conference. Potential guests include legislators, industry leaders, and local celebrities. Includes 20 VIP passes to the conference and luxury box branding will be exclusive to the sponsor of the space. Limited number available.

\$15,000 Sponsorship Level

CONFERENCE KEYNOTE SPEAKER

Kick-off the conference, by sponsoring the keynote speaker during session one of the conference. Your logo will be displayed during the opening session and proudly announced as the sponsor of the keynote speaker...and the crowd goes wild!

\$10,000 Sponsorship Level

STATE FFA CONFERENCE MOBILE APP

Launched in March, the app provides attendees with real-time information, schedules, award finalists, session information, and much more. Sponsor logo will be prominently placed on the home screen of the app.

FOUNDATION AND ALUMNI RECEPTION

Sponsor-hosted reception for conference sponsors, alumni, and guests. Held following scholarship and proficiency judging. Sponsor will have the option to share remarks during the reception. Space to be branded highlighting sponsor.

\$7,500 Sponsorship Level

SILENT DISCO

Turn up the excitement, while quieting down by hosting a silent disco party, during Sunday night's entertainment. With headphones and a DJ your company will be a major focal point for students in a roped-off area, well branded with your logo and signage.

ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

\$7,500 Sponsorship Level (cont'd)

NEW STATE OFFICER RECEPTION

Following the announcement of the State Officer election results, join the newly elected team at a reception or dinner at a nearby location.

PROFICIENCY AND SCHOLARSHIP JUDGES WELCOME RECEPTION

Hosted before the scholarship and proficiency judging. Sponsor will have the option to share remarks during the reception. Space to be branded highlighting sponsor.

SAE STAGE

Hosted throughout the Expo, the SAE Stage gives students a chance to highlight their SAE projects and inspire others to pursue their goals. Sponsor recognition would include logo and verbal recognition during the SAE presentations and throughout other conference-related materials.

ALL PARTICIPANT BACKPACKS

What better way to spread recognition about your brand than by having it proudly displayed on 8,000 drawstring backpacks provided to every registered conference attendee.

\$5,000 Sponsorship Level

DEVICE CHARGING LOUNGE INCLUDING BOOTH AT THE COLLEGE AND CAREER EXPO

Lounge-style charging stations positioned in your 10'x20' booth within the expo, including signage highlighting the sponsor.

STATE OFFICER RETIRING ADDRESS CLASSROOM CURRICULUM

Keep the classroom momentum going, long after the conference ends with lesson plans and curriculum complementing the State Officer remarks shared throughout the conference. The curriculum download would be available on the CalAgEd website, branded with the sponsor logo.

\$2,500 Sponsorship Level

FAMILY LOUNGE

The State FFA Leadership Conference is a family event for many, and sometimes the smallest members of our FFA family need somewhere to nap or enjoy a snack. Located at the Sacramento Convention Center, this quiet spot will be reserved for families with signage throughout highlighting your sponsorship.

10X20 EXHIBIT SPACE IN THE COLLEGE AND CAREER EXPO

Includes recognition on California FFA social media pages: Facebook/ Twitter and Instagram.

SESSION COMMERCIAL

Ensure everyone knows your brand and name, by having your company video (90 seconds) played before three sessions of the six sessions. Includes an option for sharing on social media as well.

CONNECTING INDUSTRY TO THE WORKFORCE

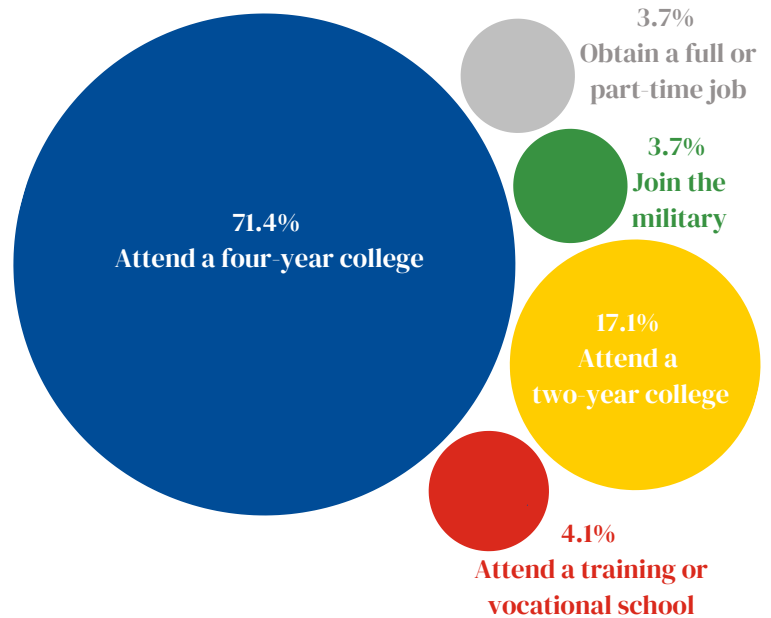


Sponsoring the California FFA connects your industry to students. California FFA students develop skills that put them on a pathway to successful careers in high-demand fields. Students fill the need for professional, technical, and trade industry positions in the workforce.

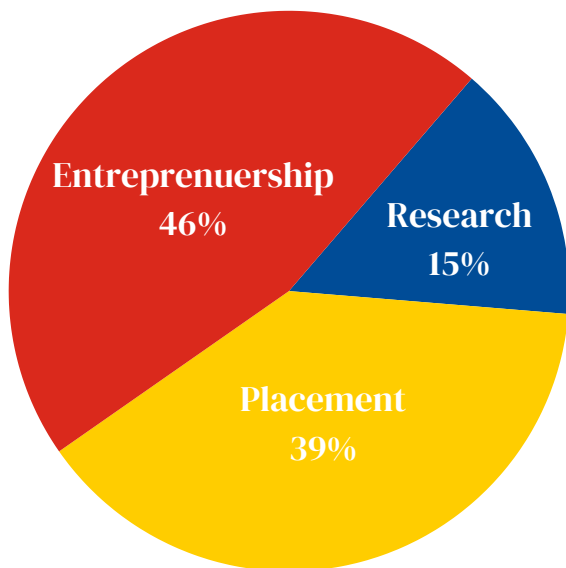
POST-HIGH SCHOOL PLANS

In 2018-2019, Purdue University conducted a study in collaboration with National FFA exploring the relationship between involvement in FFA and college and career readiness.

The results of this study indicate that FFA members are high achievers in the classroom but also in their future careers.

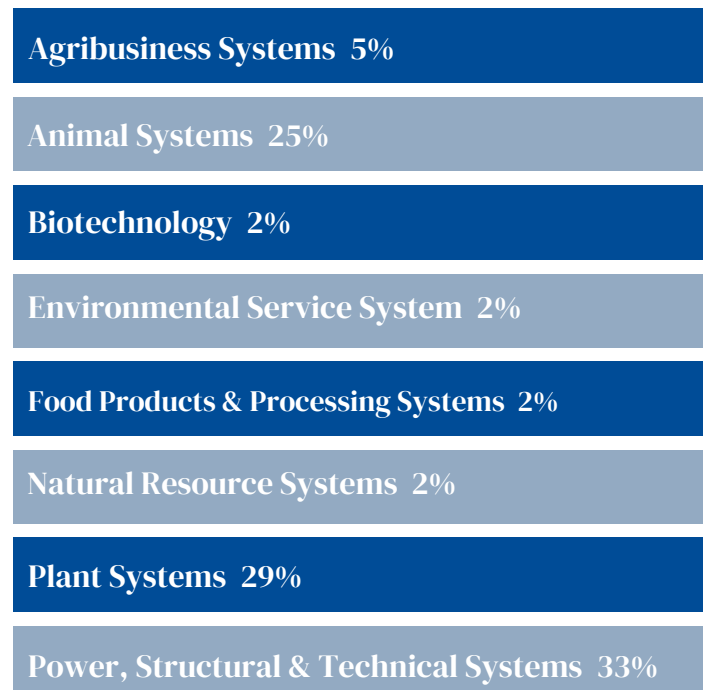


SAE INVOLVEMENT



Nearly half of California FFA member's Supervised Agricultural Experiences (SAE) are in entrepreneurship, where they gain valuable work experience.

AGRICULTURAL CAREER FOCUS AREAS



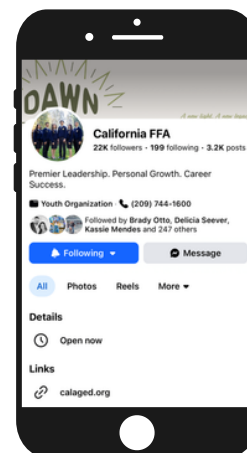
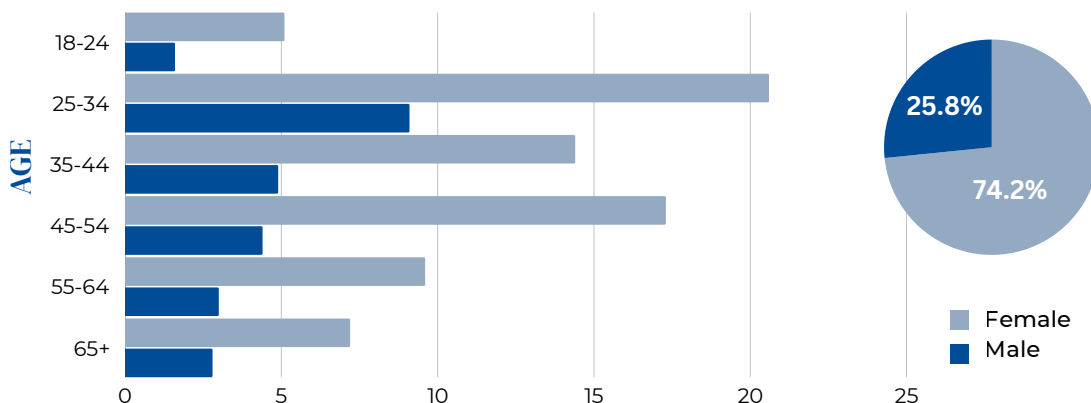
CALIFORNIA FFA MEDIA ENGAGEMENT



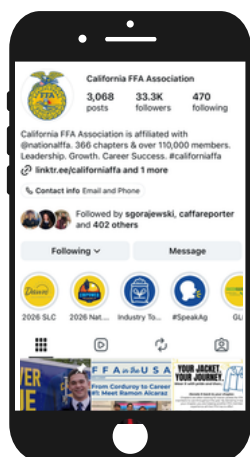
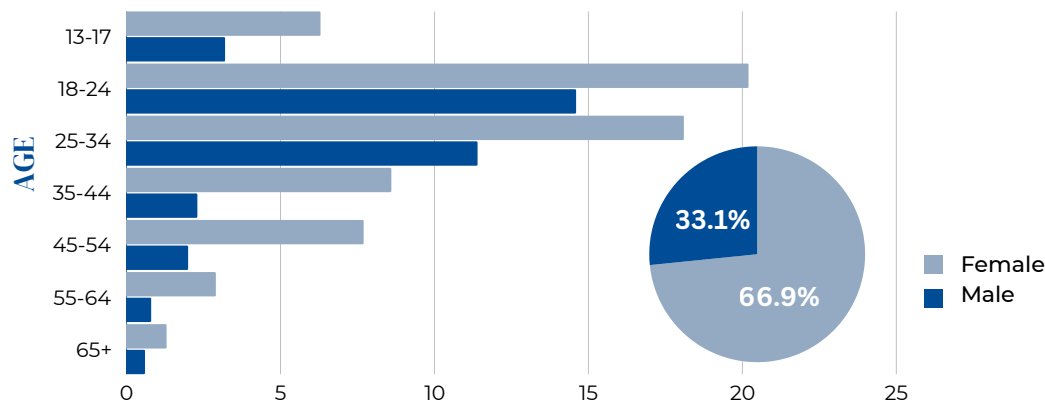
California FFA social media followers are active, and engagement is high. **Facebook** followers exceed 22,200, and **Instagram** followers are just above 33,300.



FACEBOOK FOLLOWERS BY GENDER & AGE



INSTAGRAM FOLLOWERS BY GENDER & AGE



E-NEWSLETTERS REACH & IMPACT

252,482+
TOTAL
SUBSCRIBERS

42%
AVERAGE
OPEN RATE

Engagement with the monthly newsletters is high, with an average desktop open rate of 88% and a mobile open rate of 12%.



INVESTING IN THE FUTURE



Investing in the California FFA is a priority for California's vast agricultural industry. FFA members are the future. However, for them to have an impact on the future of California agriculture, students need opportunities to maximize their potential.

California FFA Foundation appreciates your consideration and the investment you are making. Please join the supporters of California FFA, who recognize that these students are improving agriculture, society, and themselves, through their experiences in FFA. Please call with any questions or if you need additional information.

HOW TO SECURE YOUR SPONSORSHIP

California FFA Foundation is excited to partner with you to ensure your support meets your organization's objectives. Please send your sponsorship request to the Foundation staff below. Once the email is received, we will contact you to discuss the next steps, invoicing, and logo requirements for recognition.

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Nonprofit 501(c)3 entity - Tax ID# 23-7166263

The FFA Mission

FFA makes a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.



CALIFORNIA
FFA FOUNDATION

CalAgEd.org/Support/FFA-Foundation

Connect with California FFA online!

