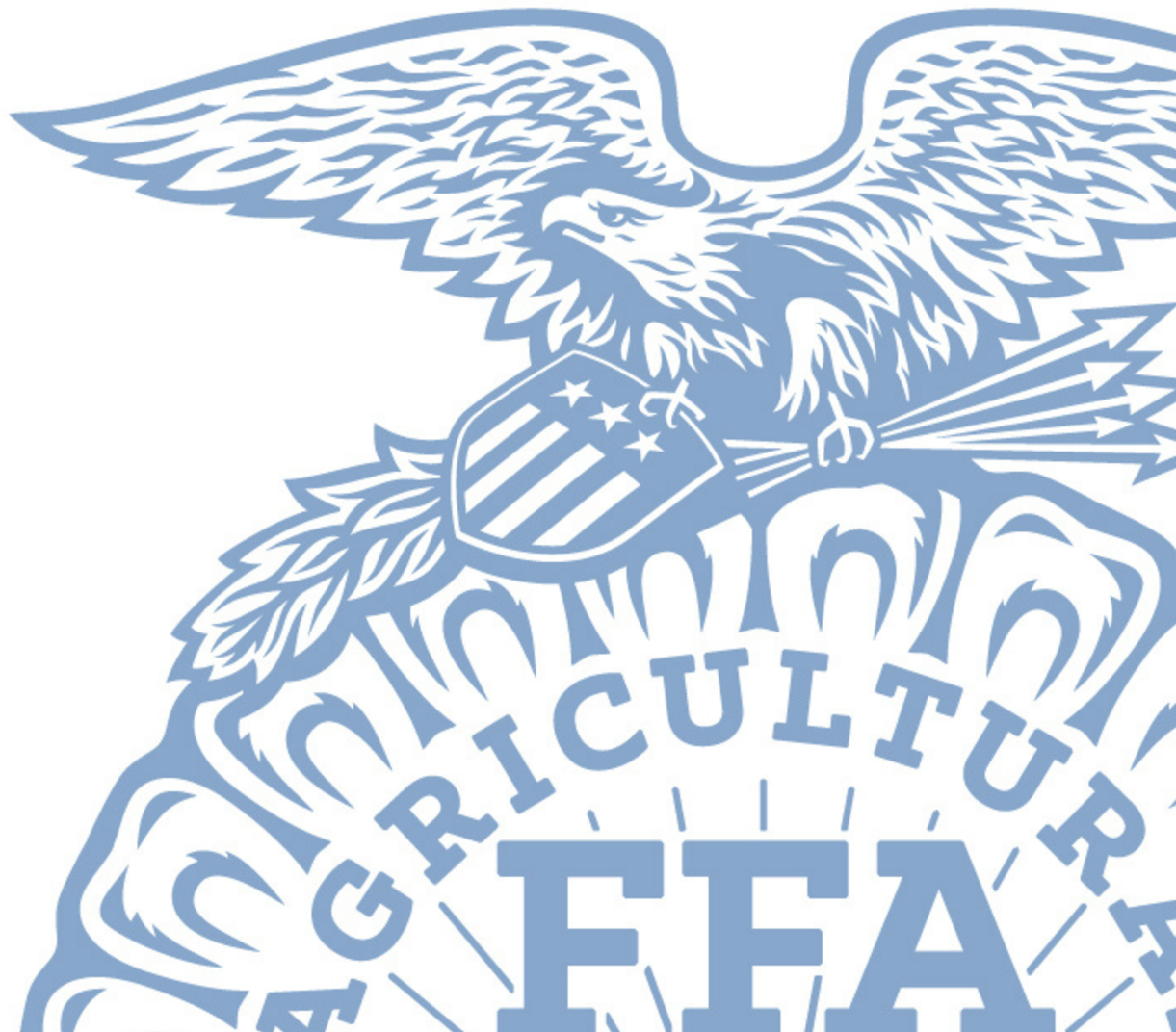




CALIFORNIA
FFA FOUNDATION

2025-2026 Partnership Opportunities



The mission of the California FFA Foundation is to promote, aid, and assist, financially or otherwise, California FFA to ensure the success of Agricultural Education by preparing tomorrow's agricultural leaders, today.

INVEST IN THE FUTURE OF AGRICULTURE TODAY



The California FFA Foundation cultivates meaningful partnerships with industry leaders, educators, government agencies, foundations, and individuals to secure vital resources that support agricultural education and student leadership development. Donations help advance FFA's mission to develop students' leadership, growth, and career success.

- *Connect with the next generation of agricultural employees, entrepreneurs, and leaders.*
- *Recruit from thousands of youth professionals with a broad array of skills, interests, and disciplines.*
- *Gain brand visibility with more than 108,000 FFA members throughout 366 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 seeks to prepare all students for satisfying careers in and outside of the agriculture industry. The multi-faceted approach to growing the whole person includes a focus on character and interpersonal skill development, technical acumen, and critical thinking capabilities.

FOUNDATION SUPPORT WITHIN THE AGRICULTURE EDUCATION

SAE

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

CLASSROOM

- Grants for chapters
- Focused educational opportunities at FFA conferences
- Teacher recognition

FFA

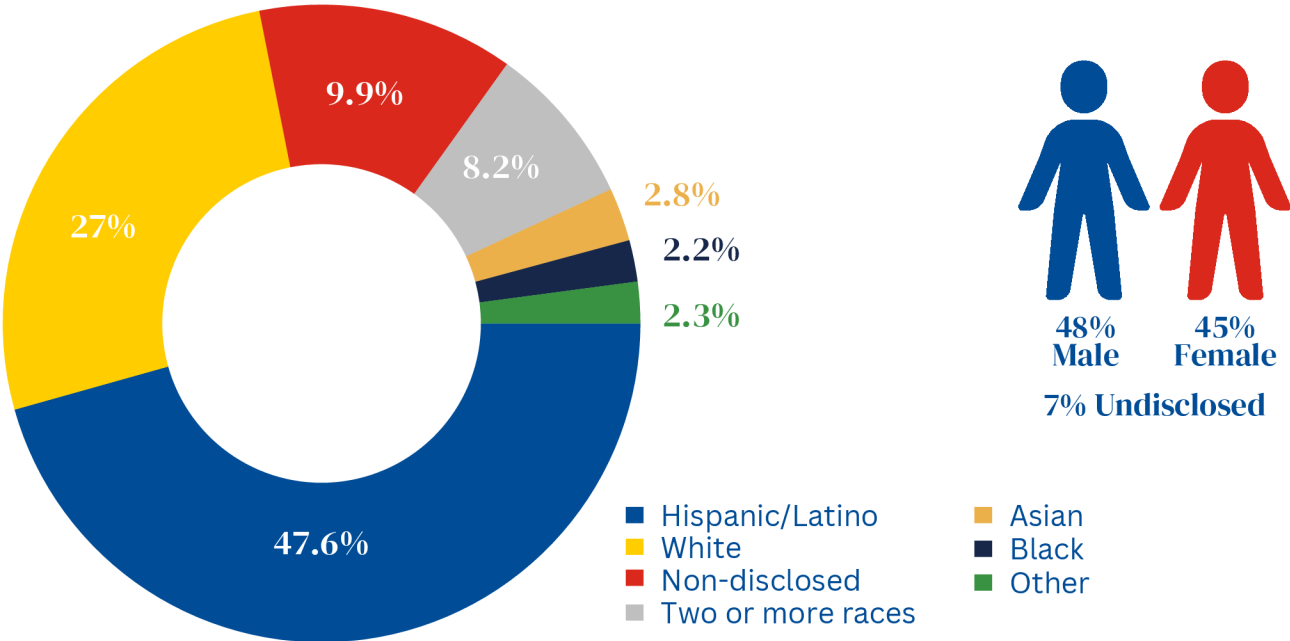
- FFA jackets for students
- 55+ Leadership development conferences
- Section, regional and state level contests

CALIFORNIA FFA STATISTICS & DEMOGRAPHICS

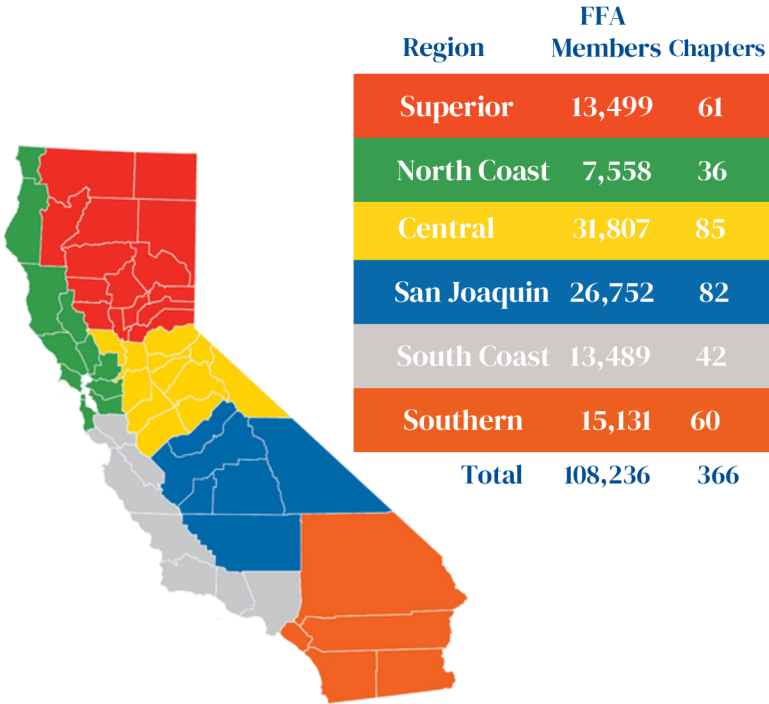
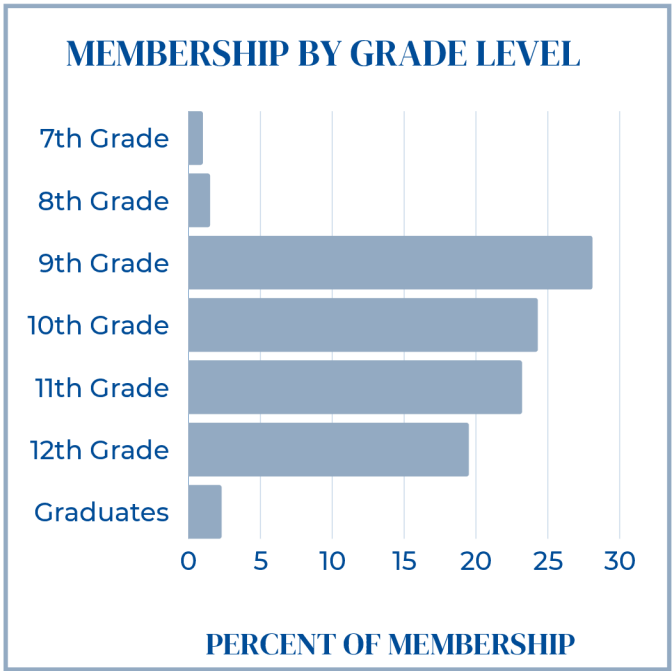


California FFA serves 108,236 members across 366 chapters statewide. These chapters represent a diverse mix of public, private, and charter schools, and the total also includes middle school programs throughout California.

STUDENT GENDER & ETHNICITY






GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS

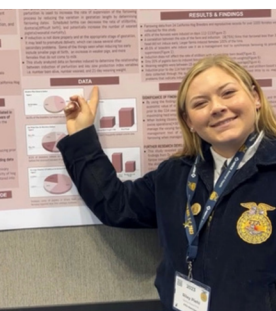


Data based on the 2024-2025 school year.

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
Use of boardroom at California FFA Center located in Galt, California <i>Contingent upon availability</i>	Included	Included	Included	Included
State Officer team to visit business or function of choice Contingent upon availability	One Visit Included	One Visit Included		
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 quarterly print newsletter (2,700 subscribers)	Profile Article	Highlight	Logo Recognition	
E-Newsletter Recognition CA Ag Teachers' Assoc. (CATA) - 1,872 subscribers 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	Two posts with link	Two posts with link	Logo with link	Logo with link
Use of FFA Supporter Logo	Included	Included	Included	Included

2026 CALIFORNIA STATE FFA LEADERSHIP CONFERENCE



The California State FFA Leadership Conference is the largest youth conference in California. The four-day conference celebrates the success of FFA members through public speaking, scholarships, special recognitions, and production practices with proficiency awards. FFA members and guests will gather this year to engage in live general sessions, educational leadership workshops, and a career and trade expo.



THIS YEAR'S CONFERENCE will include six live sessions.



OVER \$175,000 in scholarships and awards were awarded to FFA members in recognition of their achievements in 2025.



GUEST ATTENDANCE includes more than 7,000 FFA members, teachers, family members, school administrators, board members, and industry leaders.

2025 CALIFORNIA STATE FFA LEADERSHIP CONFERENCE ANALYTICS

CALIFORNIA FFA CONSISTENTLY SEES SIGNIFICANT SOCIAL TRAFFIC DURING THE WEEK OF THE CALIFORNIA FFA STATE LEADERSHIP CONFERENCE.



FACEBOOK

Reach: 65,567
Page Visits: 10,284
New Likes: 198



INSTAGRAM

Reach: 235,453
Page Visits: 39,639
New Followers: 1,963

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 Golden 1 Centers internal 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 Golden 1 Center and Sacramento 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 Golden 1 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 on Thursday night, 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

TEACHER LOUNGE BRANDING

Featuring two large screens and lounge furniture, the lounge located inside the Expo at the Sacramento Convention Center will allow exclusive access for advisors and adults to watch a live feed of sessions. Space to be branded highlighting sponsor.

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 Friday 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 Golden 1 Center for 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 7,000 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 in Golden 1 Center. Includes a full-length (up to 10 minutes) feature airing in the Expo Hall during Career Show hours.

CONNECTING INDUSTRY TO THE WORKFORCE

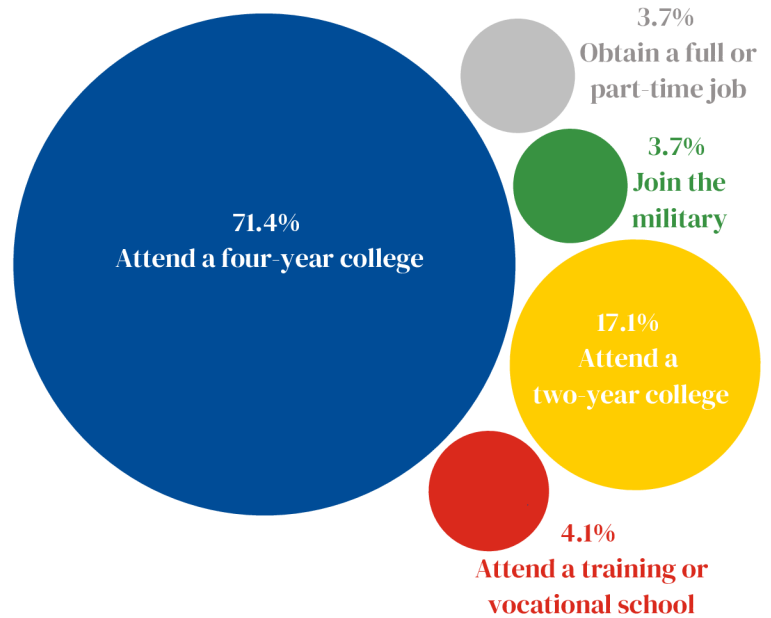


Sponsoring the California FFA connects your industry to students. California FFA students develop skills that put them on a pathway to successful careers in high-demand fields. Students fill the need for professional, technical, and trade industry positions in the workforce.

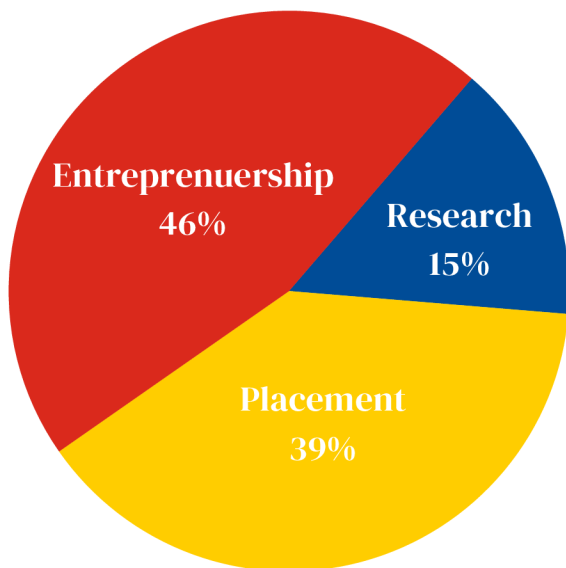
POST-HIGH SCHOOL PLANS

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.

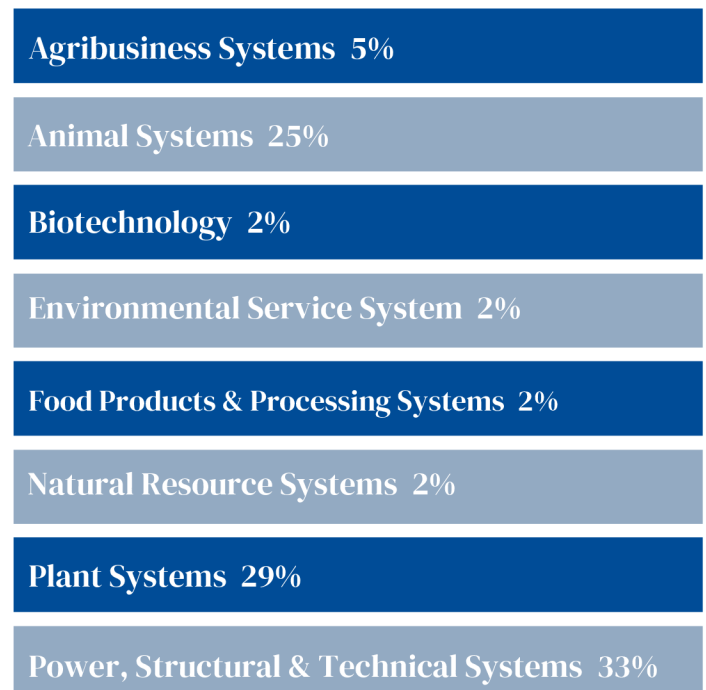


SAE INVOLVEMENT



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

AGRICULTURAL CAREER FOCUS AREAS

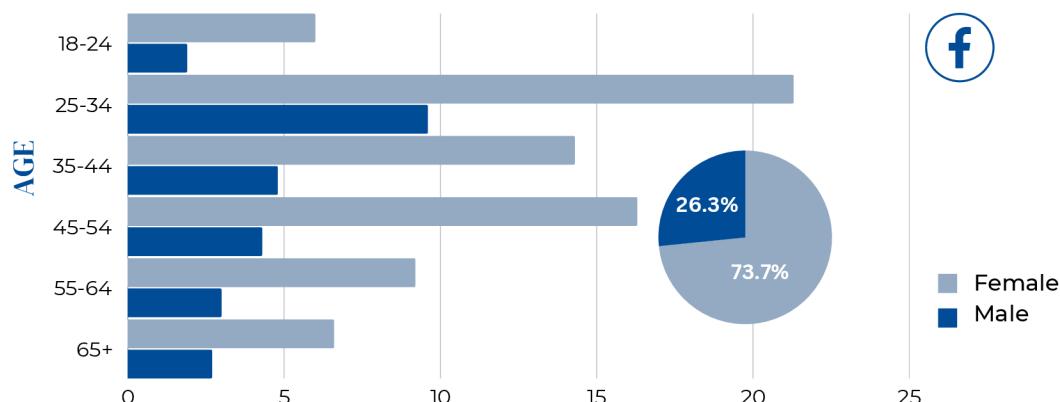


CALIFORNIA FFA MEDIA ENGAGEMENT

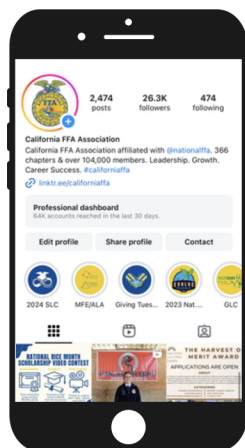
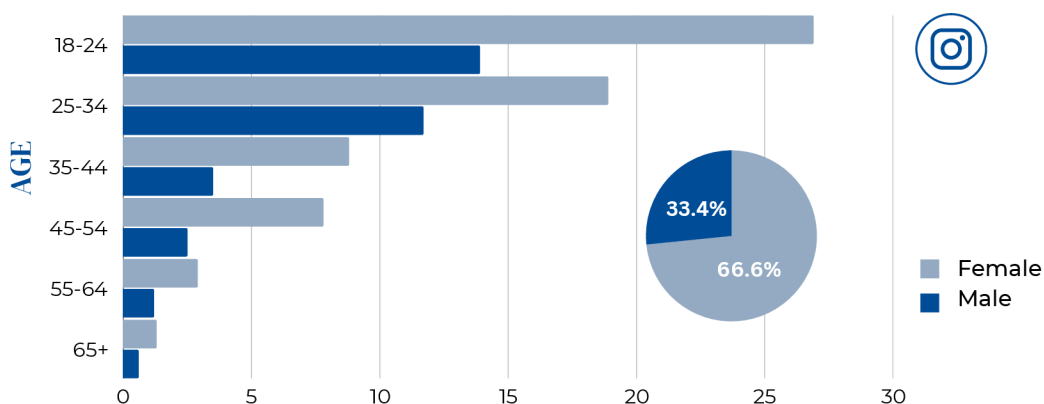


California FFA social media followers are active, and engagement is high. Facebook followers exceed 20,809, and Instagram followers are well above 29,384, with an average reach of posts on Facebook ranging between 3,000 and 4,700, depending on the type of post.

PERCENTAGE OF FACEBOOK FOLLOWERS BY GENDER & AGE



PERCENTAGE OF INSTAGRAM FOLLOWERS BY GENDER & AGE



OUR E-NEWSLETTERS AVERAGE AN OPEN RATE ABOVE THE INDUSTRY AVERAGE



With over **229,309 total subscribers**, engagement in the monthly newsletters sent to California FFA members, the California FFA Foundation, and the California Agricultural Teachers' Association is high, with an average open rate of 49%, compared to the industry average of 6%.

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 development and to be cultivated 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.

Executive Director of Development

Katie Otto

209.744.1969

kotto@californiaffa.org

Development Officer

Grace Miller

209.251.0045

gmiller@californiaffa.org

Post Office Box 186 Galt, California 95632 | Phone 209.744.1600

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!

