



CALIFORNIA
FFA FOUNDATION

CALIFORNIA FFA SPONSORSHIP PROPOSAL



Support Agricultural Leadership, Growth and Career Education

They might outgrow the jacket, but they'll never outgrow the experience.

Investing in the California FFA is a priority for California's vast agricultural industry. These students are the future. However, in order for them to have an impact on the future of California agriculture, they must be developed and cultivated to maximize their potential. The agricultural industry has the responsibility to take a proactive role in assisting with financing the opportunities California FFA provides these students. The value of your investment will be realized through the development of a responsible and productive workforce and leaders of the agricultural community.

California FFA values the natural partnership between the FFA program, its student members and, benefactors. We are looking for a donation to support the California FFA program and its mission and activities described.

Challenge paves the way for more growth and opportunity. COVID has unfortunately impacted many of the mainstay in-person events. Our agricultural educators and California FFA have done a great job in preserving the importance of agriculture and implementing agricultural literacy via Zoom FFA meetings, competitions, and conferences. These new and creative endeavors have provided the opportunity for more students to participate.

Greenhand Leadership Conference <i>Freshman-focused leadership conference</i>	\$30,000
Made for Excellence Conference <i>Sophomore-focused leadership conference</i>	\$30,000
Advanced Leadership Academy <i>Junior-focused leadership conference</i>	\$30,000
Change Makers Summit <i>Senior-focused leadership conference</i>	\$40,000
Sacramento Leadership Experience <i>Extensive Senior Leadership Conference</i>	\$65,000
Chapter and Regional Officer Leadership Conference	\$60,000
State Leadership Conference	\$1,700,000
National FFA Convention	\$30,000
State Officer/Member Leadership Training	\$50,000
State Officer Team Support	\$100,000
California FFA Center	\$250,000
TOTAL ANNUAL REQUIREMENTS	\$2,385,000*

* Shortfall covered by California FFA Foundation

California FFA Foundation's Mission:

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.

A Look at California FFA

THE INTEGRATED 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 programs): 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.

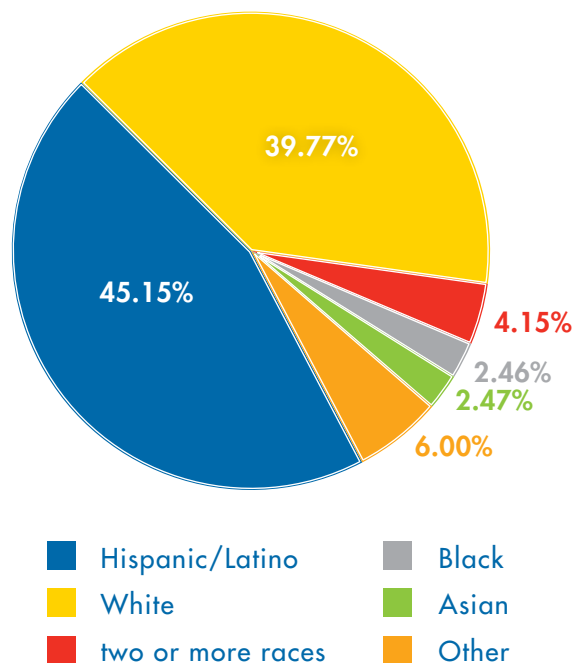
THE SEVEN INDUSTRY PATHWAYS WITHIN CALIFORNIA AG EDUCATION

- Agricultural Business
- Agricultural Mechanics
- Ornamental Horticulture
- Forestry and Natural Resources
- Plant and Soil Science
- Animal Science
- Agriscience

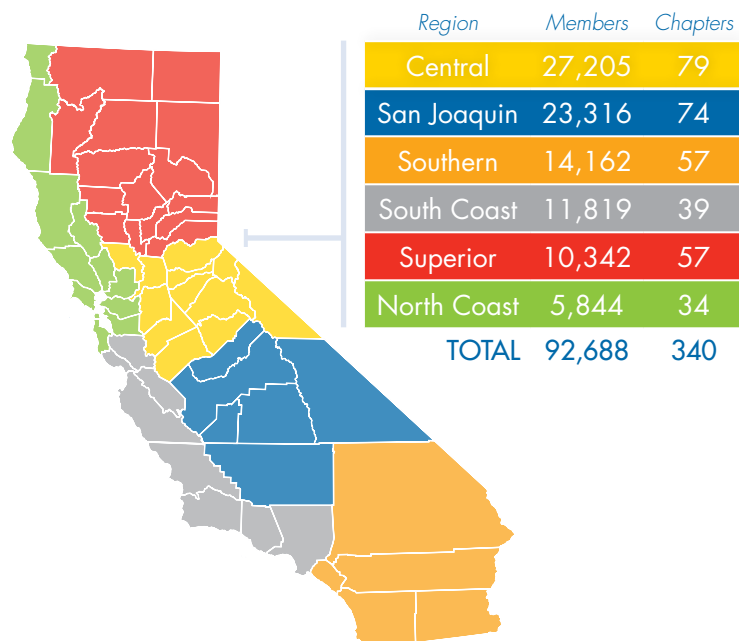
CALIFORNIA FFA STATISTICS AND DEMOGRAPHICS { 2020-2021 }

California FFA has 92,688 members. California FFA has 340 chapters, which include 313 public schools, ten private schools (including one middle school), nine charter schools (including one middle school), plus eight middle schools. Additional statistics or program information available upon request.

STUDENT ETHNICITY



GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS



Your Sponsorship Connects Industry to the Future Workforce

Sponsoring the California State FFA Leadership Conference connects your industry to students. The California FFA students develop skills that put them on a pathway to gainful employment and successful careers in high-demand fields. Agricultural students fill the need for technical and trade industry positions in the workforce. Their work can be seen in many fields, inside of and outside of, the California FFA career cluster of agriculture.

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 and in terms of their future careers.

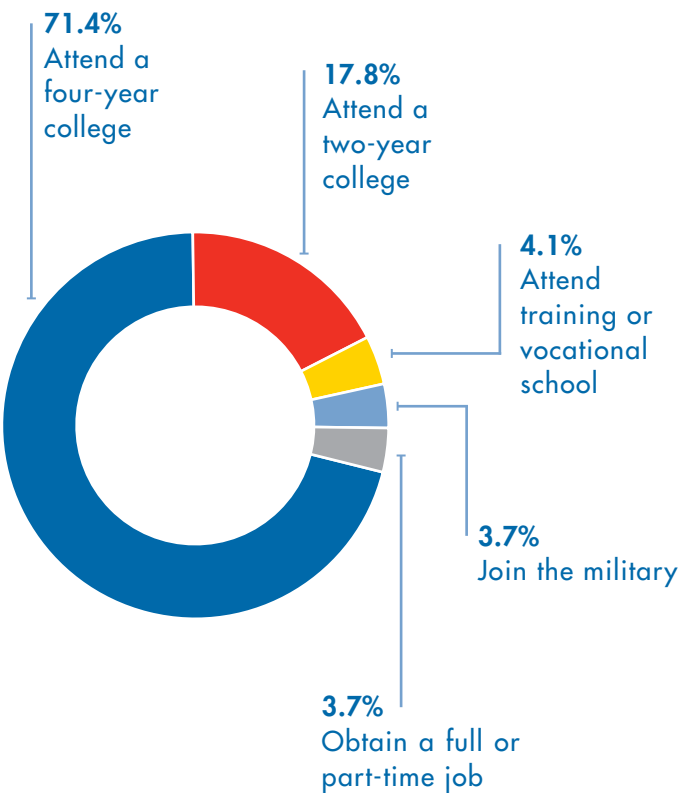
Involvement in FFA is correlated with **ACADEMIC SUCCESS**.

Involvement in FFA is correlated with **HIGHER CAREER READINESS**.

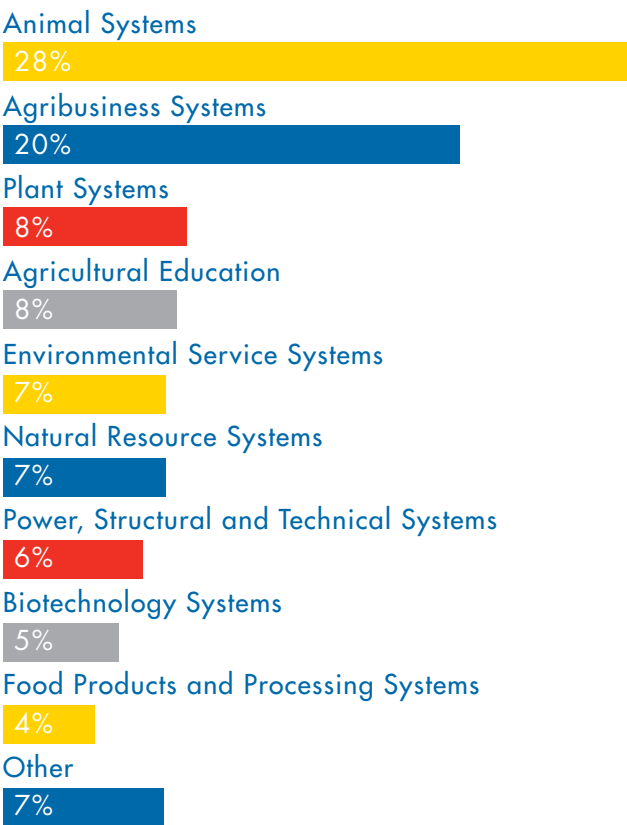
FFA members have **SPECIFIC PLANS** after high school.

FFA members have the desire to **STAY INVOLVED** in agriculture as they move into their careers.

POST-HIGH SCHOOL PLANS

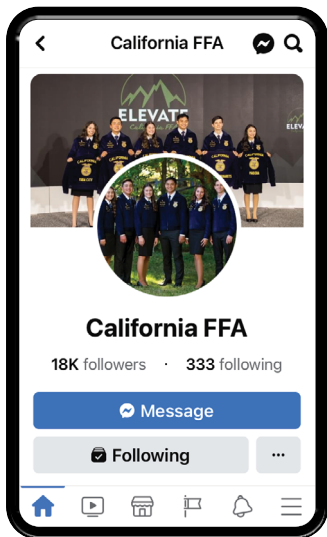


AGRICULTURAL CAREER FOCUS AREAS

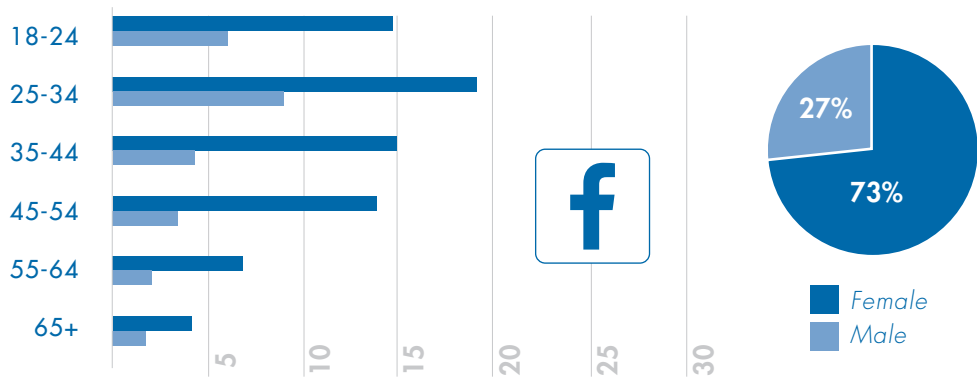


California FFA Member Media Engagement Analytics

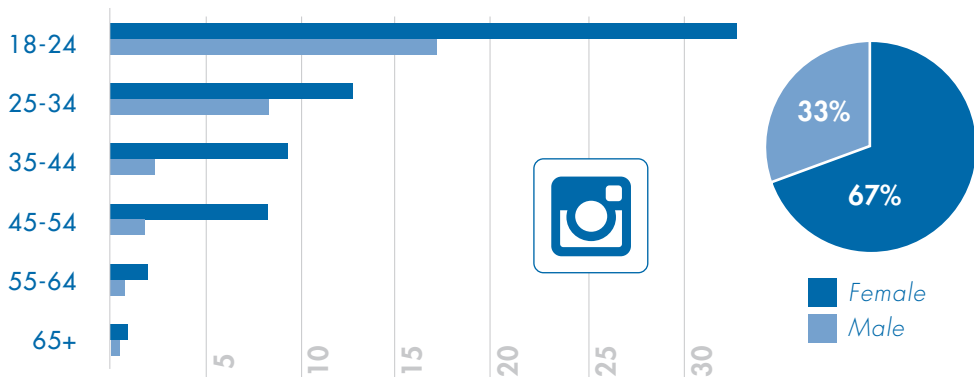
California FFA social media followers are active, and engagement is high. Facebook followers are above 17,600 and Instagram followers are well above 18,400 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,500, depending on type of post.



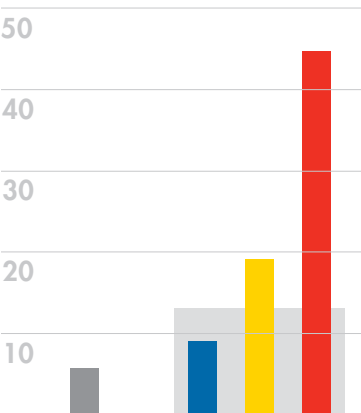
AGE PERCENTAGE OF FACEBOOK LIKES BY GENDER & AGE



AGE PERCENTAGE OF INSTAGRAM FOLLOWERS BY GENDER & AGE



CALIFORNIA FFA E-NEWSLETTER ENGAGEMENT | 133,000 SUBSCRIBERS






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

Engagement in the monthly e-newsletters sent to California FFA members, California FFA Foundation and California Agricultural Teachers' Association is **high, with an average open rate of 19%**, in comparison to the industry average of 6%.

- 6% Industry average Open Rate
- 13% Our average Open Rate
- 9% California FFA Foundation e-newsletter
- 19% California FFA Association e-newsletter
- 44% California Agricultural Teachers' Association e-newsletter

Open rate refers to opening the newsletter from email's inbox. Click Rate refers to opening an article to get more information. Industry rate for opening newsletters (open rate) is 6% and opening an article (click rate) is 14%.

Annual Sponsorship Opportunities and Benefits

<i>The California FFA Foundation is a nonprofit 501 (c)(3) entity – Tax ID#23-7166263</i>	\$75,000 National Blue Sponsor	\$50,000 Corn Gold Sponsor	\$25,000 Creed Sponsor	\$10,000 Motto Sponsor
Use of board room at California FFA Center located in Galt, California <i>Contingent upon availability</i>	Included			
State Officer team to make a single visit to business or function of choice <i>Contingent upon availability</i>	Included			
RECOGNITION WITHIN THE STATEWIDE LEADERSHIP CONFERENCE CONTINUUM <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, and CMS Shirts	GLC Shirts		
Recognition in the GLC, MFE, ALA, CMS, and SLE Conference Programs	Logo	Logo	Logo	Name
Logo recognition on signage at MFE, ALA, CMS, SLE, and State Conferences	Logo	Logo	Logo	Logo
MEDIA RECOGNITION   Facebook/Twitter: 17.5K+ followers  Instagram: 18K+ followers				
Sponsor logo pop-up on the student log-in landing page for AET for one-year*. <i>*Student-required online FFA record keeping software. Approximately 800,000 annual log-ins.</i>	Included			
Golden State California Agricultural Teachers' Association e-Newsletter Recognition (1,320 subscribers) <i>Content to be provided by sponsor.</i>	Photo/ad with embedded link	Photo/ad with embedded link		
Sponsor inclusion in one edition of California FFA Foundation's quarterly print newsletter (2,500 subscribers)	Profile Article	Highlight	Logo Recognition	
Recognition on California FFA social media pages: Facebook/Twitter and Instagram <i>Each post includes embedded link to sponsor website. Content to be provided by sponsor.</i>	Two Posts <i>Content can change for each post</i>	Two Posts <i>Content can change for each post</i>	Logo only	Logo only
California FFA Association & Foundation e-Newsletter Recognition (118,000 subscribers) <i>Content to be provided by sponsor.</i>	Photo/ad with embedded link	Photo/ad with embedded link	Logo only	Logo only
Acknowledgement on the California FFA website - CalAgEd.org	Logo with embedded link	Logo with embedded link	Logo with embedded link	Logo
Use of the FFA Supporter Logo	Included	Included	Included	Included

2022 California FFA State Leadership Conference: March 23-27

Typically, the California State FFA Leadership Conference is the largest youth conference in California. The three-day conference celebrates the success of FFA members through public speaking, scholarships, special recognitions, and production practices with proficiency awards. This year, FFA members and guests will gather to engage in live general sessions, educational leadership workshops, and a career and trade show in Golden 1 Center and SAFE Credit Union Convention Center.

IN 2021, the State Leadership Conference was broadcast live from a studio, which included speeches by outgoing State Officers, and award recognition of outstanding California FFA students and agricultural teachers, as well as pre-recorded messages from California FFA Foundation sponsors. Over 15,000 students had the opportunity to view the sessions.

THIS YEAR'S CONFERENCE will include **six live sessions** with pre-recorded elements and a **virtual career and trade show**.

GUEST ATTENDANCE is comprised of teachers, family members, school administrators, board members, and industry leaders.

OVER \$185,000 in scholarships and awards were garnered by FFA members in recognition of their achievements between 2020 and 2021.

2021 CALIFORNIA STATE LEADERSHIP CONFERENCE ENGAGEMENT ANALYTICS

612,611 TOTAL SOCIAL MEDIA IMPRESSIONS EARNED DURING CONFERENCE WEEK (MAY 10-17, 2021)

California FFA saw significant social traffic during the 2021 State Leadership Conference. The total impressions for this one week roughly equaled impressions we would see in entire non-conference quarters of Q1 or Q3.

FACEBOOK

Impressions: 136,100
Reach: 51,300
Page Engagement: 7,500



TWITTER

Impressions: 12,600
Engagement Rate: 1.2%
Post Engagements: 170



INSTAGRAM

Impressions: 451,400
Reach: 55,700
New Page Followers: 150



CONSTANT CONTACT

Unique Opens/Impressions: 12,511
Average Open Rate: 19%
Average Click Rate: 24%



Annual Sponsorship Opportunities and Benefits, *continued*

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STATE FFA LEADERSHIP CONFERENCE RECOGNITION				
Logo placement on exterior digital display at Golden 1 Center	Included			
Logo Appearance in Pre-Session Pump-Up Video <i>Logo will appear at the end of the approximate three-minute video</i>	Included	Included		
Branding on second-floor interior railing at SAFE Credit Union Convention Center	Included	Included		
Opportunity to host an industry-lead student career-focused workshop for students	Included	Included		
Exclusive sponsorship and branding of one session with pre-recorded video welcome message for sponsors at Creed level and above. <i>Content to be provided by sponsor.</i>	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
All-access conference passes provided, including invitations to Foundation and Alumni Reception	Six	Four	Two	Two
Sponsor acknowledgment on Golden 1 Center's electronic ribbon banner and concourse digital displays periodically during sessions	Logo	Logo	Name	Name
Acknowledgment in Conference Printed Program and Displayed in Conference Mobile App.	Logo	Logo	Logo	Name
Exhibit Space in College and Career Expo	10x20 exhibit booth space	10x20 exhibit booth space	10x10 exhibit booth space	10x10 exhibit booth space
Donor acknowledgment at State Conference Sessions	Included	Included	Included	Included
Pop-up banners acknowledging sponsorship placed within Golden 1 Center, SAFE Credit Union Convention Center <i>Locations include FFA Store & Marketplace, College & Career Expo, and other locations.</i>	Logo with top tier placement	Logo with second tier placement	Logo with third tier placement	Logo with bottom tier placement

Additional Conference Sponsorship Opportunities

\$30,000 Sponsorship Levels

CONFERENCE T-SHIRTS

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

\$20,000 Sponsorship Levels

VIP LOUNGE

Located in one of Golden 1 Center's luxury boxes this lounge is accessible only to VIP guest of the convention. Potential guests include Legislators, Industry Leaders, and Local Celebrities. Includes 20 all-access passes to conference and luxury box branding will be exclusive to the sponsor of the space. Limited to two suites, 1A or 1B.

\$10,000 Sponsorship Levels

TEACHER LOUNGE BRANDING

Featuring two large screens and lounge furniture, this lounge will allow exclusive access for advisors and adults to watch a live feed of sessions. Space to be branded highlighting sponsor.



STATE FFA CONVENTION MOBILE APP

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

FOUNDATION AND ALUMNI RECEPTION

Sponsor-hosted event, following scholarship and proficiency judging. Join fellow sponsors, alumni, and guests and Rush Room in Golden 1 Center. Sponsor will have the option to share remarks during the reception.

\$7,500 Sponsorship Levels

NEW STATE OFFICER RECEPTION

Join the newly elected State FFA Officers after closing session of Conference for reception or dinner at a nearby location, following the announcement of the State Officer election results.

PROFICIENCY AND SCHOLARSHIP JUDGES WELCOME RECEPTION

Hosted at Safe Credit Union Convention Center prior to the scholarship and proficiency judging. Sponsor will have the option to share remarks during the reception.

\$5,000 Sponsorship Levels

FFA STORE AND MARKETPLACE

The opportunity to provide company branded bags for all store purchases.

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 sponsor.

Investing in the Future

Supporting the State FFA Leadership Conference provides the following benefits:

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 feel free to call with any questions or if you need additional information.

Questions?

California Association FFA
209.744.1600
info@californiaffa.org

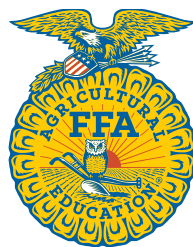
- Connect with the next generation of agricultural employees, entrepreneurs, and leaders.
- Recruit from thousands of youth professionals with a broad array of skills, interests, and disciplines.
- Showcase your support for California FFA to the agricultural industry.
- Invest in the future of agriculture and the mission of California FFA.

Billing Questions?

Cari Brown
cbrown@californiaffa.org

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

Connect with California FFA online!

@CaliforniaFFA

www.calaged.org