

California FFA Foundation 5K for FFA Sponsorship Proposal



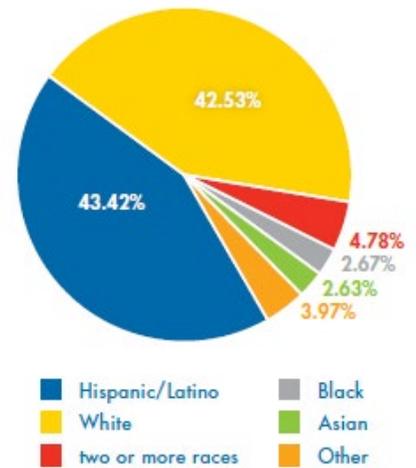
CALIFORNIA
FFA FOUNDATION

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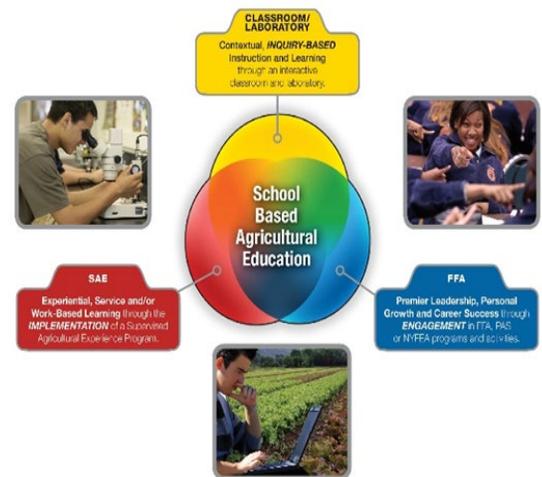
About California FFA

For 95 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. California FFA currently has over 99,212 members throughout 356 middle and high school campuses at public, private, and charter schools. 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.

STUDENT ETHNICITY



California Agricultural Education and California FFA work together to provide a learning experience that includes a relevant curriculum, hands-on laboratories, and “on-the-job” training. The training provides members with an advantage in the competitive workplace. Dedicated instructors ensure that FFA students are focused when in the classroom, working on their projects, or running a successful FFA chapter. When woven together, California FFA agricultural education is the premier youth leadership development program. The program provides positive results, including higher graduation rates, higher levels of post-secondary education enrollment, as well as higher and faster completion of degree attainment in college.



California FFA Foundation’s 5K for FFA, October 8-14, 2023

5K for FFA will be a virtual 5K to promote health and well-being amongst the 99,212 California FFA members and alumni across the state. Participants across California will enjoy running or walking a 5K route of their choice during 5K for FFA, October 8 through October 14, 2023.

In its third year, the 5k for FFA started during the pandemic, as way to get FFA members, ag teachers, families, and alumni connected, active and moving. While it remains a

virtual and at your own pace event, it has evolved to include mini-5k's on campuses, and in communities where groups gather to complete the 5K, to companies and organizations participating during their workday as a way to promote a healthy workplace and lifestyle, all while showing their support of the California FFA.

Starting in September and leading up to the race, there will be weekly challenges with fun and motivating activities posted on social media platforms, and playlist added to California FFA's Spotify account. Sponsors will have an opportunity to add a motivational or wellness message to share with California FFA members through social media channels.

California FFA 5K for FFA Sponsorship Opportunities

The 5K for FFA is an event designed to help FFA members, teachers, parents and alumni connect with their communities in a healthy way, while learning about and supporting the California FFA and agriculture education.

Title Sponsor (Taken)

\$15,000

As the 5k for FFA title sponsor your name or logo will have become well-known with prominent placement on all run-related materials.

- Exclusive naming rights – your company's name will precede 5K for FFA in all marketing and promotional materials (i.e. Company ABC's 5K for FFA to benefit the California FFA).
- Top tier placement of company logo on the following printed items:
 - 5K for FFA t-shirts and medal lanyards
 - 5K for FFA race bibs (digital item for participants to customize and print).
- Top tier placement of company logo in the following digital assets:
 - Event website
 - Event promotional emails
 - Event specific participant emails
- Press release to local media announcing partnership
- Social media announcement and ongoing advertisements
- Opportunity to provide promotional item in packets to be mailed to participants.
- Opportunity to provide a motivational or wellness message leading up to and during the race week.
- Recognition as a California FFA Motto Sponsor.

~~One (1) title sponsorship is available; logo must be received by August 1, 2023, for inclusion in printed materials.~~ [Thank you, Molina Healthcare!](#)

Presenting Sponsor

\$10,000

As the 5k for FFA presenting sponsor your name and logo will become well-known on run and event-related materials.

- Company logo receiving second-tier placement on the following printed and digital items:
 - 5K for FFA t-shirts and medal lanyards
 - 5K for FFA race bibs (digital item for participants to customize and print).
- Company logo in the following digital assets:
 - Event website
 - Event promotional emails
 - Event specific participant emails
- Social media announcement and ongoing advertisements
- Opportunity to provide promotional item in packets to be mailed to participants.
- Opportunity to provide a motivational or wellness message leading up to and during the race week.
- Recognition as a California FFA Motto Sponsor.

Two (2) presenting sponsorship available; logo must be received by August 1, 2023, for inclusion in printed materials.

Supporting Sponsor

\$5,000

As the 5k for FFA supporting sponsor your name and logo will be included on run and event related materials.

- Company logo receiving third-tier placement on the following printed and digital items:
 - 5K for FFA t-shirts
 - 5K for FFA race bibs (digital item for participants to customize and print).
- Company logo in the following digital assets:
 - Event website
 - Event promotional emails
 - Event specific participant emails
- Social media announcement and ongoing advertisements

Three (3) supporting sponsorship available; logo must be received by August 1, 2023, for inclusion in printed materials.

- Company logo included on t-shirts provided for all runners

Logo must be received by August 1, 2023, for inclusion in t-shirt printing.

Details about Sponsorship Recognition

California FFA Website

5K for FFA Sponsor will be listed on calaged.org website. Listing can include a high-resolution graphic or image, with or without an embedded link. Sponsor listing will remain on the calaged.org's annual event listing, while sponsor continues to support the event. Content may be provided by sponsor.

California FFA Foundation sponsors of general funding for leadership development programs receive recognition for their involvement when multi-year commitments are made. Last year, calaged.org received 2,232,213 website views, with average sessions of 5 minutes and nearly 6 pages viewed.

E-Newsletters

Promotion of 5K for FFA will include multiple issues of California FFA e-newsletters, before, during, and the day after the event. Sponsor mention and appreciation will be included in each issue. California FFA has an engaged audience of over 124,000 receiving each issue. Content may be provided by sponsor.

Social Media

Social media posts will promote sponsorship of 5K for FFA. Promotion of the event will be supported with paid ads to a targeted agricultural industry audience. For social media posts to California FFA Facebook, Twitter and Instagram, sponsor may include an embedded link to sponsor's website. Copy and artwork to be provided by sponsor.

California FFA Member Engagement and Analytics

California FFA Members and their families are strongly engaged with communication channels used by California FFA. The California FFA e-newsletters are sent monthly to a contact list of over 124,000. California FFA e-newsletter open and click rates are near the industry average.

California FFA Social Media

California FFA social media followers are active, and engagement is high. Both Facebook and Instagram are well above 18,700 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,500, depending on type of post.

Investing in the Future

We hope you will consider investing in our youth and their communities by becoming a sponsor of California FFA Foundation's 5K for FFA.

Supporting California FFA Foundation provides the following benefits:

- 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 of California FFA within the agricultural industry.
- Invest in the future of agriculture, and the mission of California FFA.

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 do not hesitate to call with any questions, or if you need additional information.

Sponsor Questions:

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