



CALIFORNIA FFA FOUNDATION

Sponsorship Proposal

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 builds natural partnerships with industry, education, government, foundations, and individuals to secure resources for the future of education, agriculture, and student leader development. Charitable donations to the California FFA Foundation help accomplish the FFA Mission, “making a positive difference in the lives of students by developing their potential for premier leadership, personal growth, and career success through agricultural education.” The California FFA Foundation is a 501(c)(3), nonprofit, tax-exempt organization.

- *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.*

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

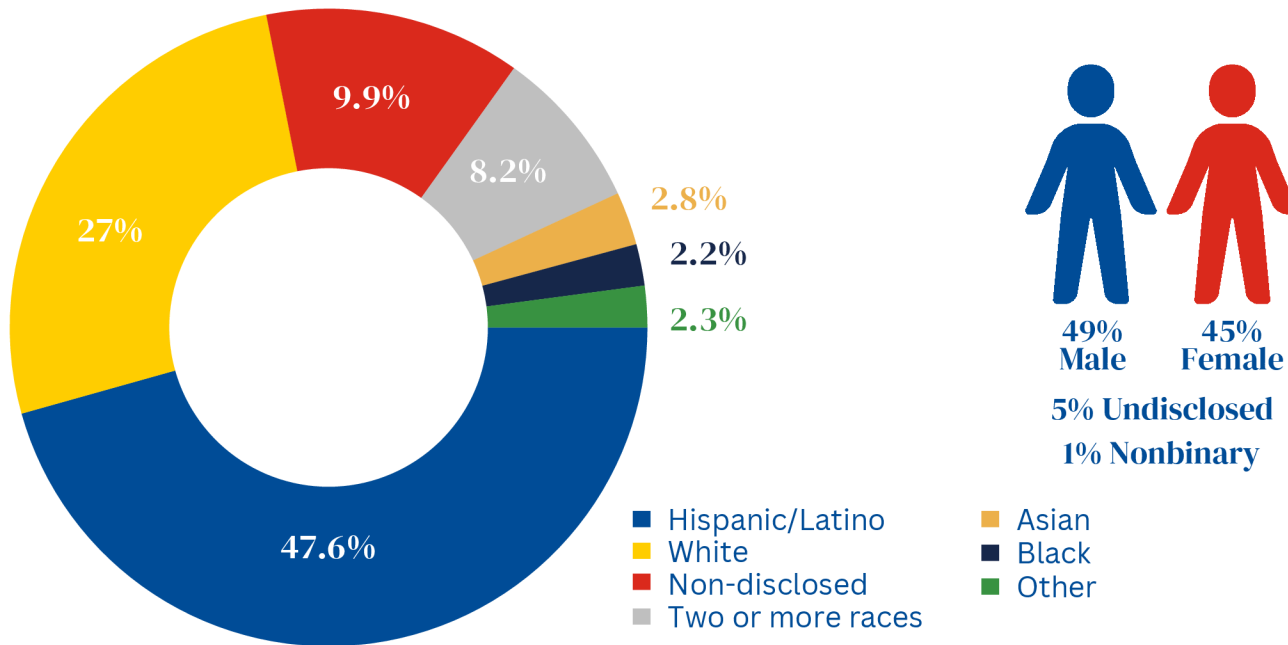
- FFA jackets for students
- 55+ Leadership development conferences
- Section, regional and state level contests

CALIFORNIA FFA STATISTICS & DEMOGRAPHICS

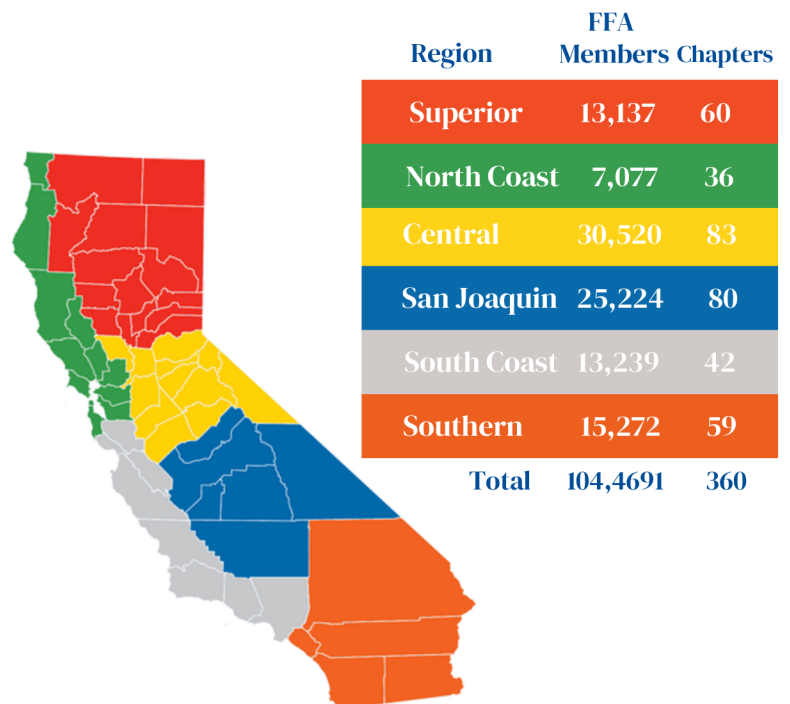
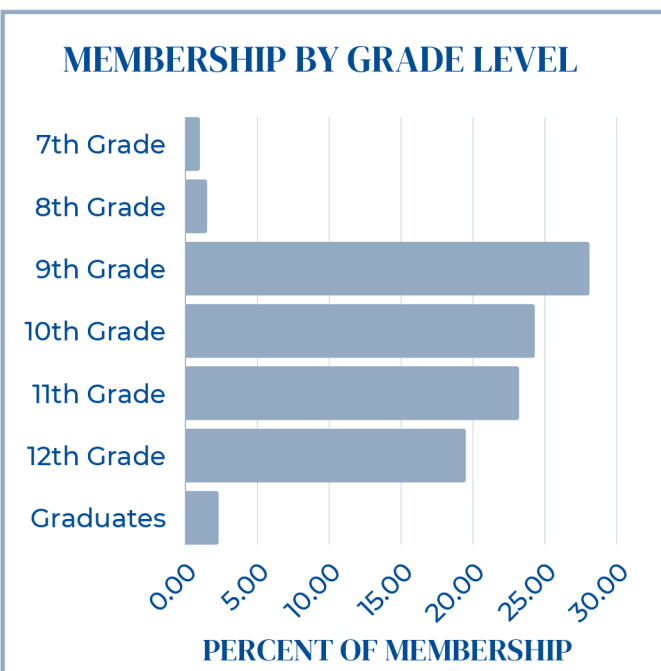


California FFA has 104,469 members, and 360 chapters, which include 332 public schools, 16 private schools, and 12 charter schools. The total chapter count also includes 21 chapters are middle school programs within California.

STUDENT GENDER & ETHNICITY







GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS



Data based on the 2023-2024 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

2025 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 at Golden 1 Center and the Sacramento Convention Center.



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 2024.



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

2024 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: 35,573
Page Visits: 11,692
New Likes: 117



INSTAGRAM

Reach: 152,413
Page Visits: 41,932
New Followers: 1,387

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

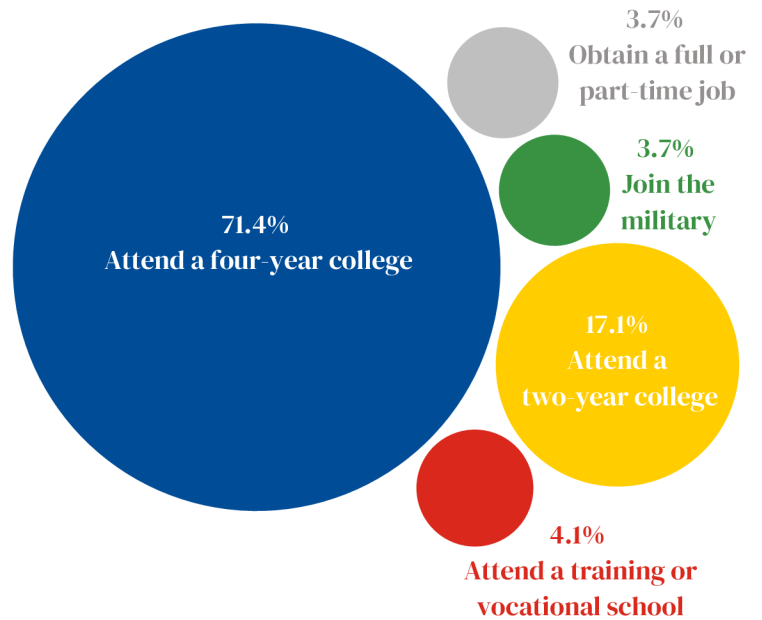


Sponsoring the California FFA connects your industry to students. California FFA students develop skills that put them on a pathway to successful careers in high-demand fields. Students fill the need for professional, technical, and trade industry positions in the workforce.

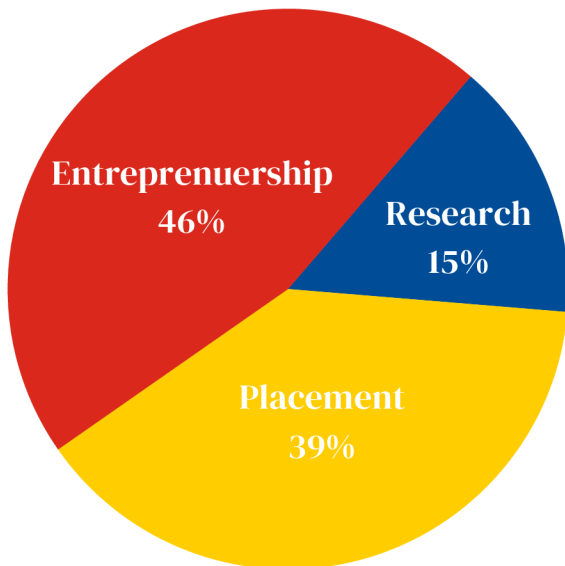
POST-HIGH SCHOOL PLANS

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.

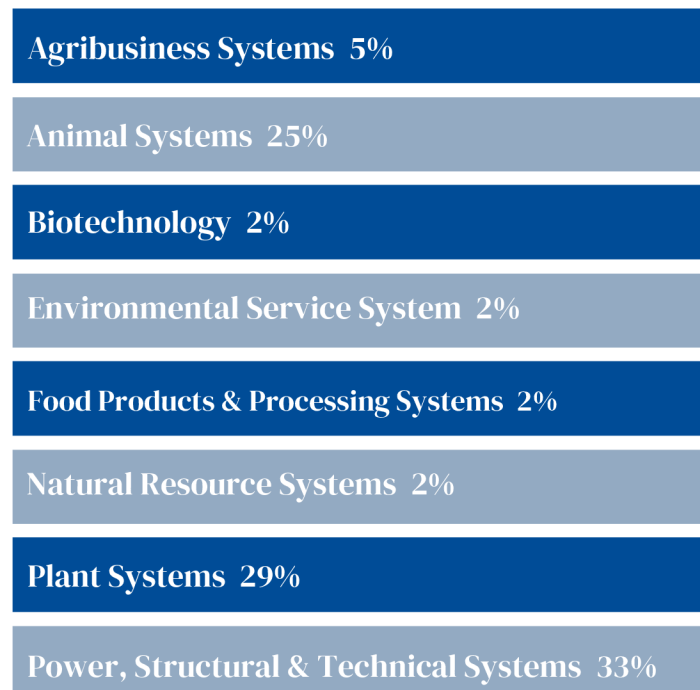


SAE INVOLVEMENT



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

AGRICULTURAL CAREER FOCUS AREAS



AWARD SPONSORSHIP OPPORTUNITIES

Our awards program adopted a new structure to align with National FFA's pathway model, which better highlights how competitions develop skills linked to career paths. As a result, your support will fund several competitions within a pathway, rather than one contest.

The California FFA currently offers 7 career pathways that equate to 40 Proficiency categories focused on their Supervised Agricultural Experiences (SAE); 4 STAR awards; 9 Leadership Development Events (LDE); 33 Career Development Events (CDE); and 6 Agriscience categories.



These opportunities offer far more than just a chance to compete. FFA members spend countless hours working with projects, honing their technical skills, and practicing public speaking, all to compete rigorously at sectional, regional and state finals competitions. Students who participate gain valuable skills and insights into various jobs and careers - for many of them, it's their first time stepping onto a college campus. Students learn to make eye contact when speaking, how to conduct themselves in boardrooms and meetings, and they gain an understanding of food and fiber production.

SPONSORSHIP LEVELS WITHIN EACH PATHWAY

\$2,500 Gold Sponsorship

- Name or logo recognition as a Gold sponsor on all printed pathway signage
- Name or logo recognition as a Gold sponsor with hyperlink on CalAgEd.org
- Name or logo recognition as a Gold sponsor in the State FFA Leadership Conference Guidebook
- Thank you letter from student who competed in the pathway
- Invitation to the State FFA Leadership Conference

\$1,250 Silver Sponsorship

- Name or logo recognition as a Silver sponsor on all printed pathway signage
- Name or logo recognition as a Silver sponsor on CalAgEd.org
- Name or logo recognition as a Silver sponsor in the State FFA Leadership Conference Guidebook
- Thank you letter from student who competed in the pathway
- Invitation to the State FFA Leadership Conference

\$500 Bronze Sponsorship

- Name recognition as a Bronze sponsor on all printed pathway signage
- Name recognition as a Bronze sponsor on CalAgEd.org
- Name recognition as a Bronze sponsor in the State FFA Leadership Conference Guidebook
- Thank you letter from student who competed in the pathway
- Invitation to the State FFA Leadership Conference

AWARD SPONSORSHIP OPPORTUNITIES, continued

PATHWAYS

Agribusiness Systems

The agribusiness field encompasses activities that contribute to successful agriculture production. This can include crop production, farm equipment, seed supply, marketing, natural resources and animal services. People who work in this pathway typically enjoy working in teams and using high-tech tools to increase efficiency.

Career Development Events

- Agricultural Communications
- Agriculture Experience Tracker (AET) Farm Record Book
- Agricultural Issues Forum
- Agricultural Sales
- Farm & Agribusiness Management
- Marketing (Co-Ops)
- Marketing Plan

Proficiencies

- Agricultural Communications
- Agricultural Processing
- Agricultural Sales - Ent./Place
- Agricultural Services

Agricultural Education System

This pathway prepares students to be successful in their profession and offers a lifetime of informed choices in global agriculture, food, fiber and natural resources systems.

Leadership Development Events

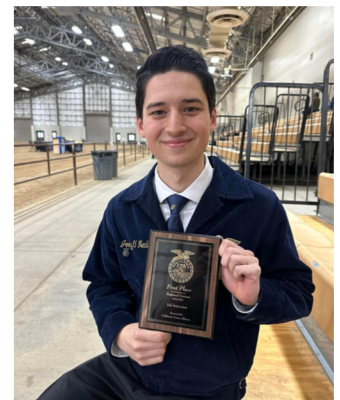
- Best Informed Greenhand
- Creed Speaking
- El Credo de la FFA Speaking
- Job Interview
- Extemporaneous Public Speaking
- Impromptu Public Speaking
- Parliamentary Procedure – Novice & Advanced
- Prepared Public Speaking

Proficiencies

- Agricultural Education
- Agriscience Research – Integrated Systems
- Service Learning

Agriscience Fair

- Social Systems



Food Products & Processing Systems

The study of product development, quality assurance, food safety, production, packaging, regulation and compliance and food service within the food science industry.

Career Development Events

- Meats Judging
- Milk Quality & Products

Proficiencies

- Agricultural Processing

Agriscience Fair

- Food Products & Processing System

AWARD SPONSORSHIP OPPORTUNITIES, continued

PATHWAYS

Animal Systems

This pathway includes opportunities to work directly with animals or to work with products that come from animals. The study of animal systems, including life processes, health, nutrition, genetics, management and processing, through the study of small animals, aquaculture, livestock, dairy, horses and/or poultry.

Career Development Events

- Dairy Cattle Judging
- Light Horse Judging
- Livestock Judging
- Poultry Judging
- Veterinary Science Judging

Agriscience Fair

- Animal Systems



Proficiencies

- Agriscience Research- Animal Systems
- Beef Production - Ent./Place
- Dairy Production - Ent./Place
- Diversified Agricultural Production - Ent./Place
- Diversified Livestock Production - Ent./Place
- Equine Science - Ent./Place
- Goat Production
- Poultry Production
- Sheep Production
- Small Animal Production & Care
- Specialty Animal Production
- Swine Production - Ent./Place
- Veterinary Science

Biotechnology, Environmental Service, and Natural Resources Systems

Biotechnology Systems in agriculture enhances plants, animals and microorganisms using science to modify an organism's genetic composition. Environmental Service Systems is the study of systems, instruments and technology used to monitor and minimize the impact of human activity on environmental systems. Natural Resource Systems is the study of the management, protection, enhancement and improvement of soil, water, wildlife, forests and air as natural resources

Career Development Events

- Agricultural Pest Control
- California Water
- Forestry
- Natural Resources
- Soil & Land Evaluation

Proficiencies

- Environmental Science & Natural Resources Mgmt.
- Forest Management & Products
- Outdoor Recreation
- Wildlife Production & Management

Agriscience Fair

- Environmental Service & Natural Resource Systems

AWARD SPONSORSHIP OPPORTUNITIES, continued

PATHWAYS

Plant Systems

The study of plant life cycles, classifications, functions, structures, reproduction, media and nutrients, as well as growth and cultural practices, through the study of crops, turf grass, trees and shrubs and/or ornamental plants.

Career Development Events

- Agronomy
- Citrus Judging
- Cotton
- Floriculture
- Fruit Tree Judging
- Fruit Tree Pruning
- Grapevine Judging
- Grapevine Pruning
- Nursery/Landscape
- Vegetable Crop Judging

Agriscience Fair

- Plant Systems

Proficiencies

- Agriscience Research – Plant Systems
- Diversified Crop Production - Ent./Place
- Diversified Horticulture
- Fiber/Oil Crop Production
- Forage Production
- Fruit Production
- Grain Production
- Landscape Management
- Nursery Operations
- Specialty Crop Production
- Turf Grass Management
- Vegetable Production

Power, Structural, and Technical Systems

The study of and application of knowledge of agricultural equipment, power systems, alternative fuel sources and precision technology, engineering, hydraulics, pneumatics, power, structures and controls to the field of agriculture. This may include woodworking, metalworking, welding and project planning for agricultural structures.



Career Development Events

- Agricultural Mechanics
- Agricultural Mechanics Fair
- Agricultural Welding
- Farm Power & Machinery
- Small Engines

Proficiencies

- Agricultural Mechanics Design & Fabrication
- Agricultural Mechanics Repair & Maintenance - Ent./Place

Agriscience Fair

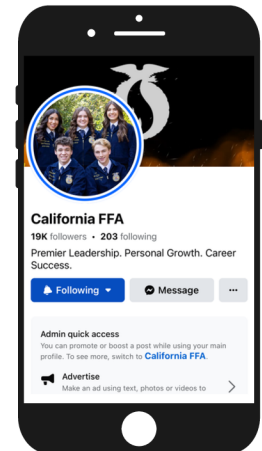
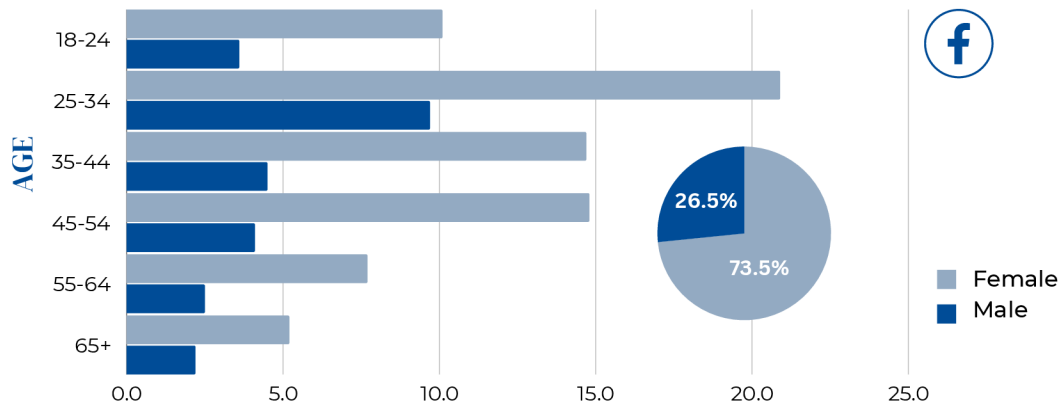
- Power, Structural & Technical Systems

CALIFORNIA FFA MEDIA ENGAGEMENT

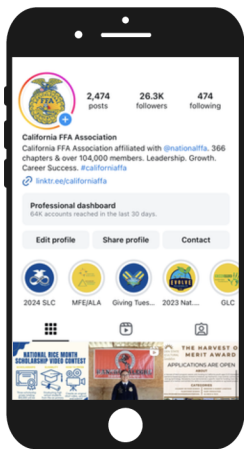
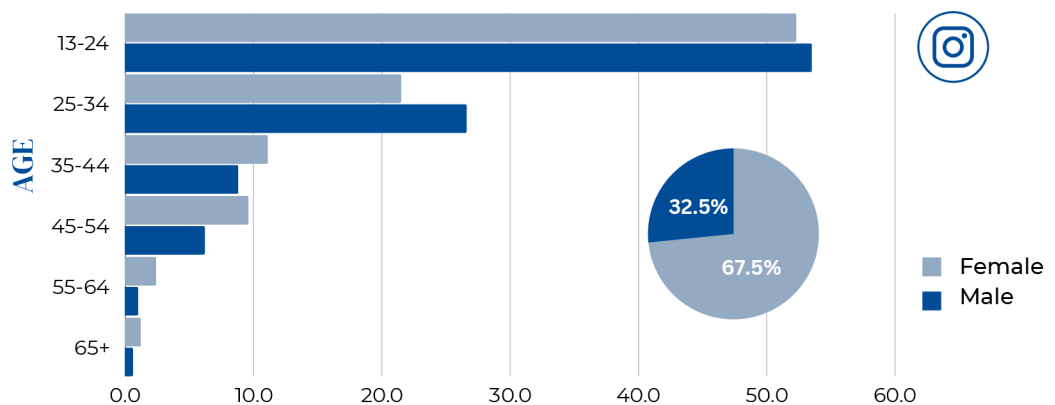


California FFA social media followers are active, and engagement is high. Facebook followers are above 19,876 and Instagram followers are well above 26,343 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,700, depending on the type of post.

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 **165,709 total subscribers**, engagement in the monthly newsletters sent to California FFA members, California FFA Foundation, and California Agricultural Teachers' Association is high, with an average open rate of 51%, in comparison 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

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Development Officer

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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!

