



CALIFORNIA  
FFA FOUNDATION

## CALIFORNIA FFA SPONSORSHIP PROPOSAL

CALIFORNIA



POST OFFICE BOX 186 GALT, CALIFORNIA 95632 | PHONE 209.744.1600 | [CALAGED.ORG/SUPPORT/FFA-FOUNDATION](http://CALAGED.ORG/SUPPORT/FFA-FOUNDATION)

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





# 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, students need development and to be 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. Our agricultural educators and California FFA have done a great job in recent years preserving the importance of agriculture and implementing agricultural literacy via Zoom FFA meetings, competitions, and conferences. These new and creative endeavors, along with the return of in person events, have provided the opportunity for more students to participate.

## 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.

|   |              |
|---|--------------|
| Greenhand Leadership Conference<br><i>Freshman-focused Leadership Conference</i><br>27 conferences - 5,000 students   | \$177,000    |
| Made for Excellence Conference<br><i>Sophomore-focused Leadership Conference</i><br>Nine conferences - 1,620 students | \$177,000    |
| Advanced Leadership Academy<br><i>Junior-focused Leadership Conference</i><br>Nine conferences - 1,620 students       | \$168,000    |
| Change Makers Summit<br><i>Senior-focused Leadership Conference</i>   | \$40,000     |
| Sacramento Leadership Experience<br><i>Extensive Senior Leadership Conference</i><br>One conference - 75 students     | \$85,000     |
| Chapter and Regional Officer Leadership Conference  | \$70,000     |
| State Leadership Conference<br>6,500 students   | \$1,500,000  |
| 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   | \$2,647,000* |

\* Shortfall covered by California FFA Foundation



# 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.

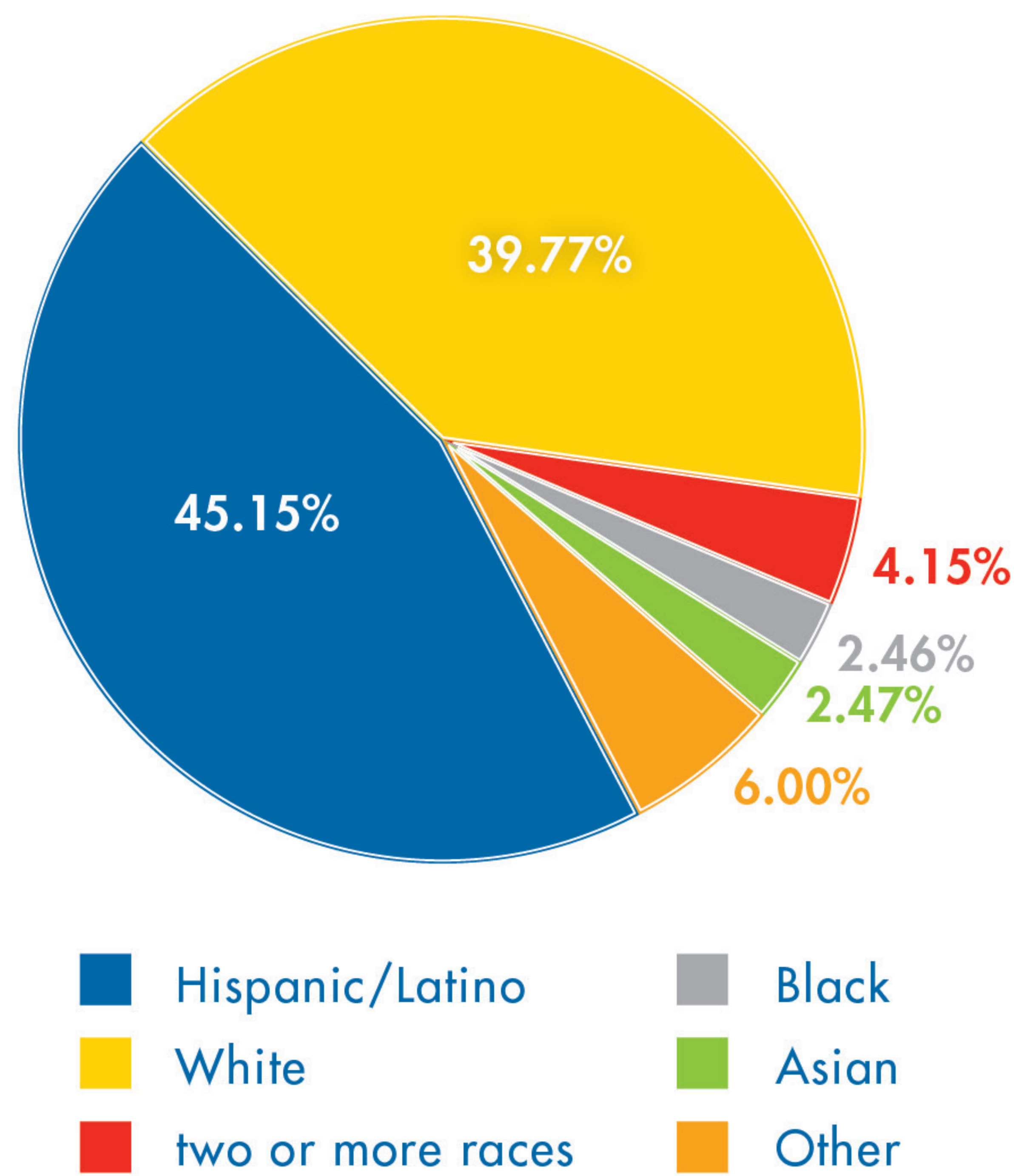
### THE SEVEN INDUSTRY PATHWAYS WITHIN CALIFORNIA AG EDUCATION

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

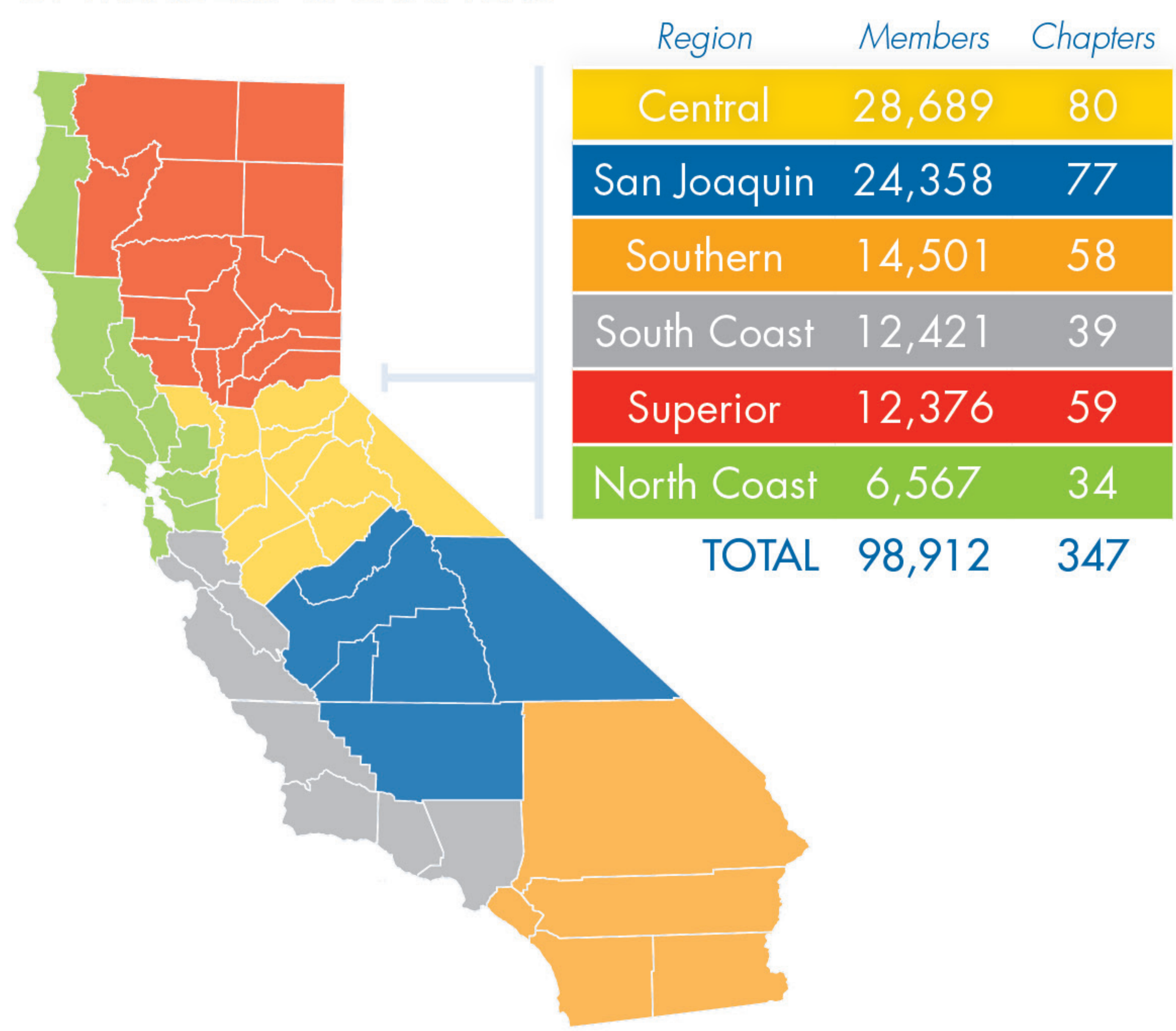
## CALIFORNIA FFA STATISTICS AND DEMOGRAPHICS { 2021-2022 }

California FFA has 98,912 members. California FFA has 347 chapters, which include 310 public schools, 14 private schools (including one middle school), ten charter schools (including two middle schools), plus 13 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 FFA connects your industry to students. 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 professional, technical, and trade industry positions in the workforce.

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.

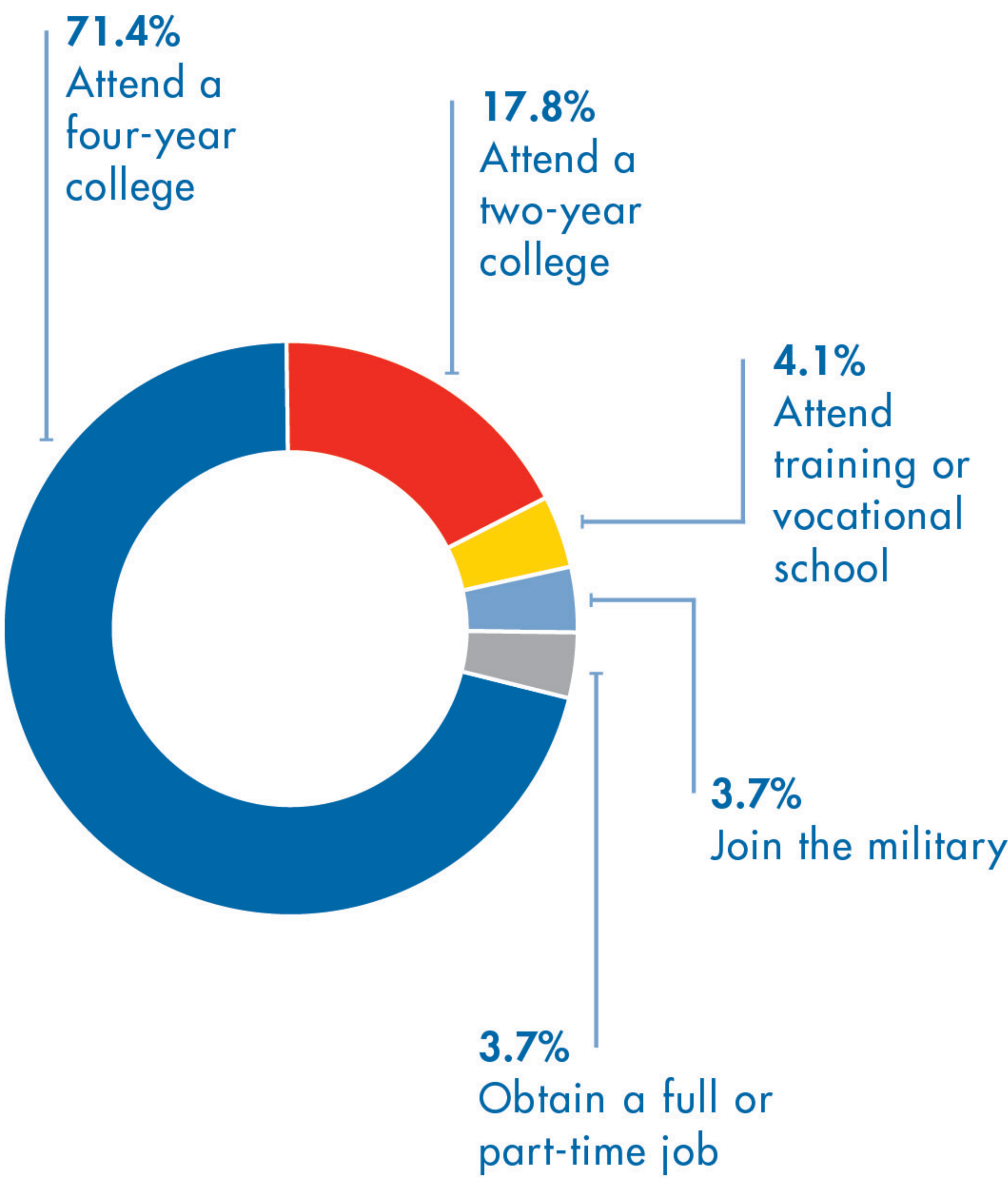
Involvement in FFA is correlated with **ACADEMIC SUCCESS**.

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

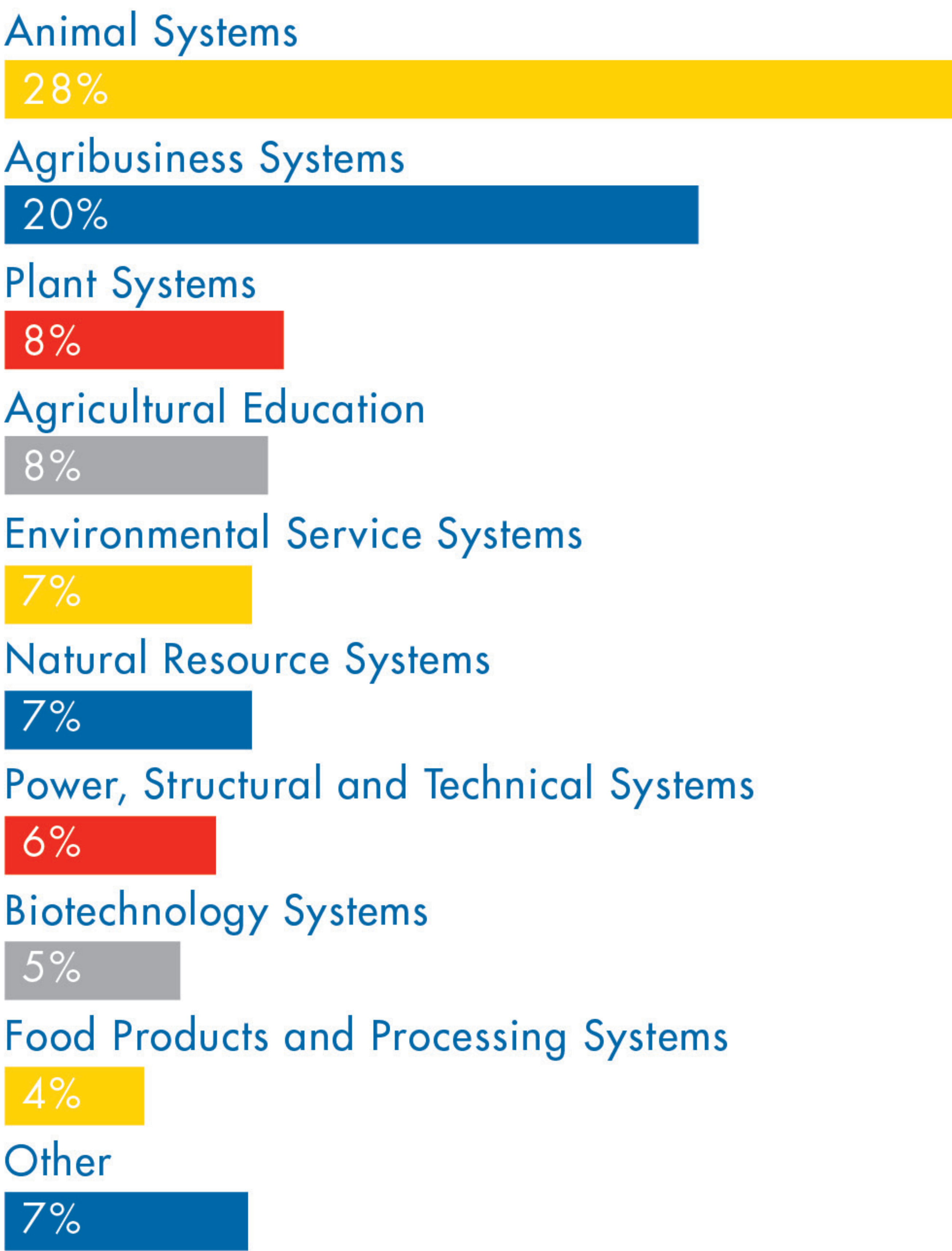
FFA members have **SPECIFIC PLANS** after high school.

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

## POST-HIGH SCHOOL PLANS



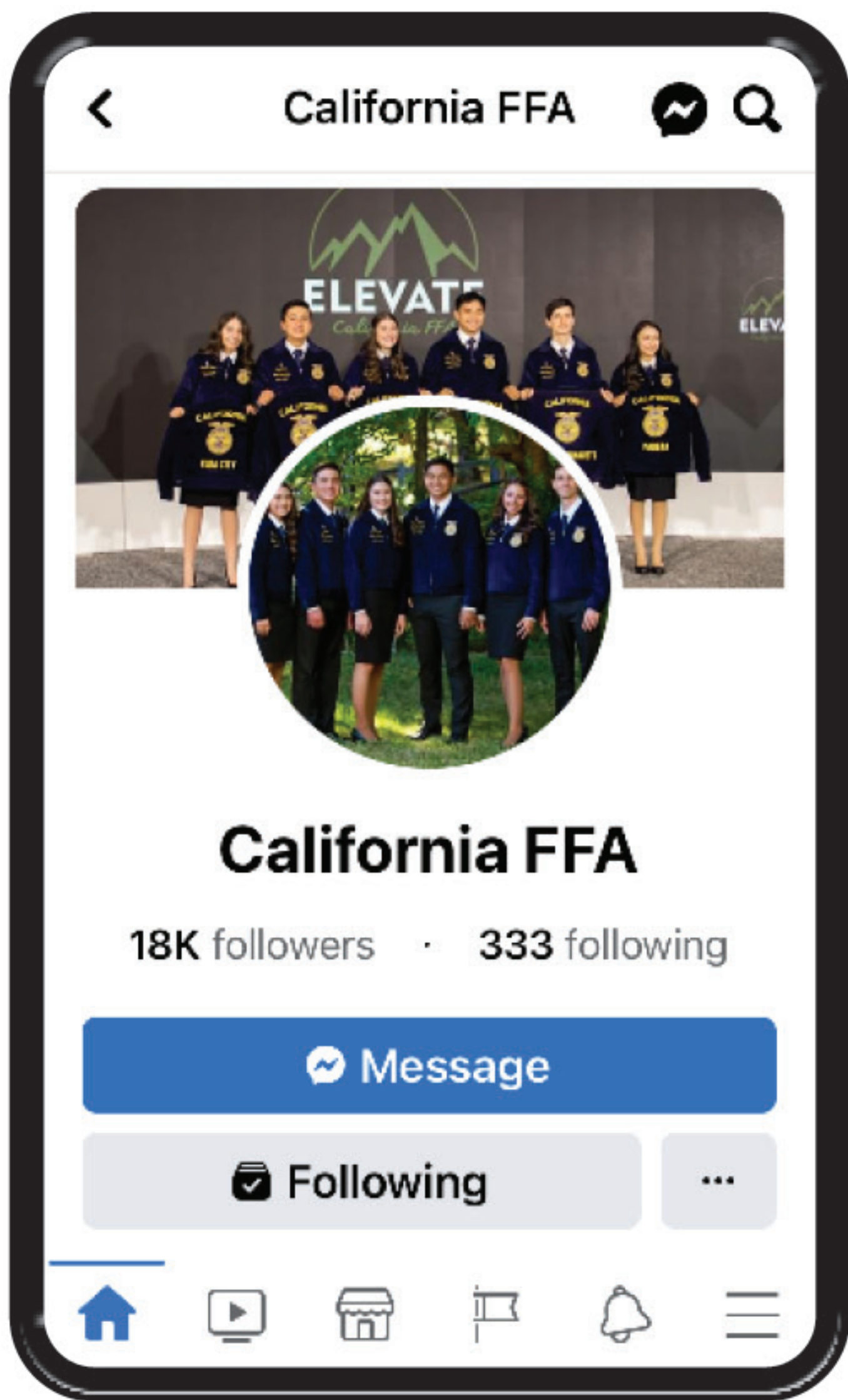
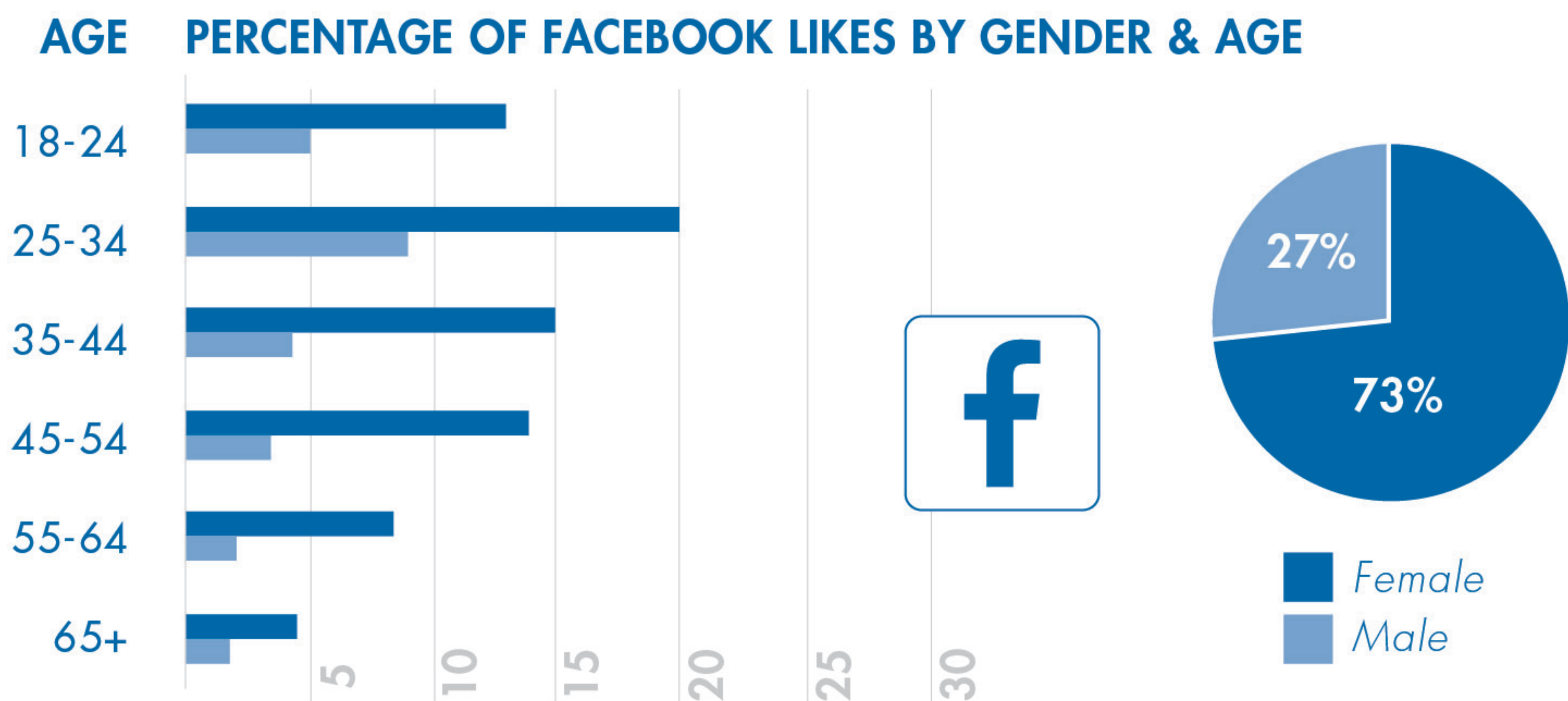
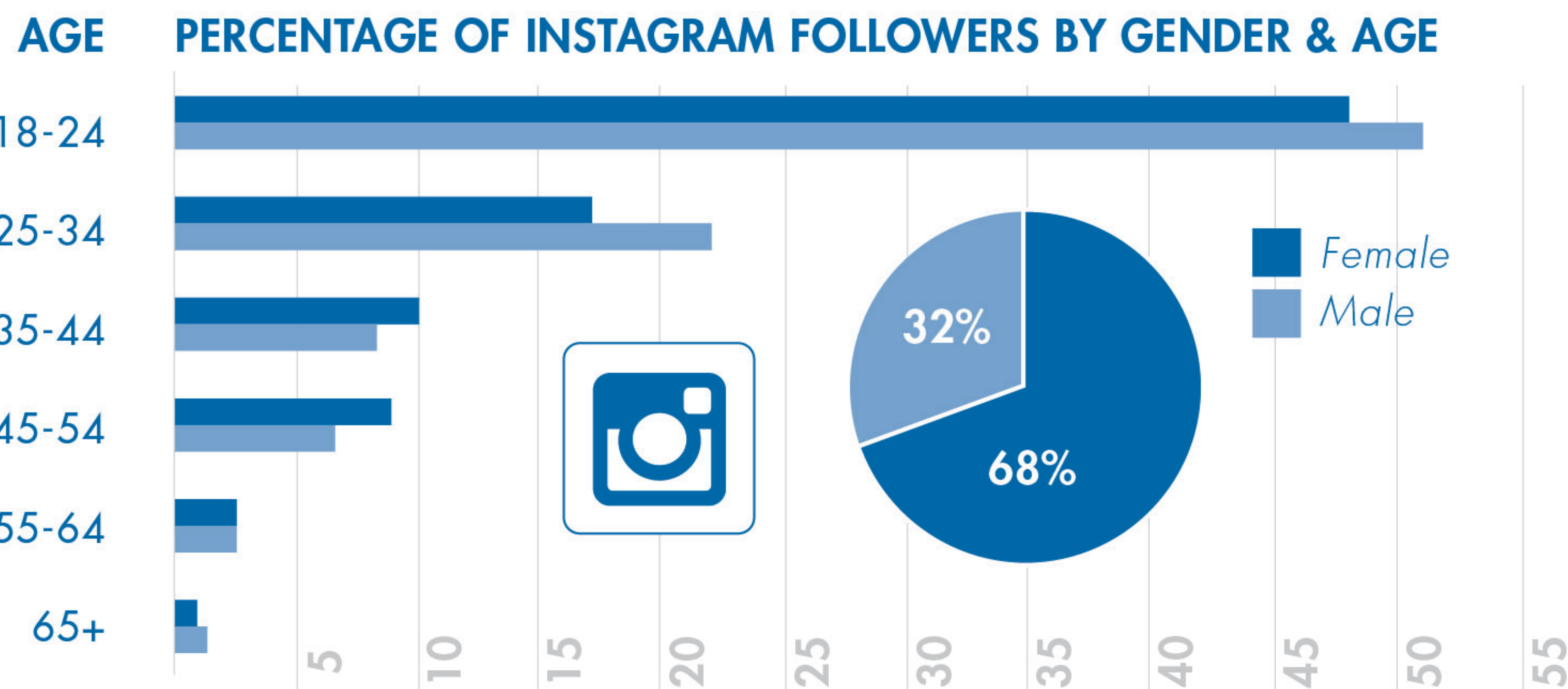
## AGRICULTURAL CAREER FOCUS AREAS



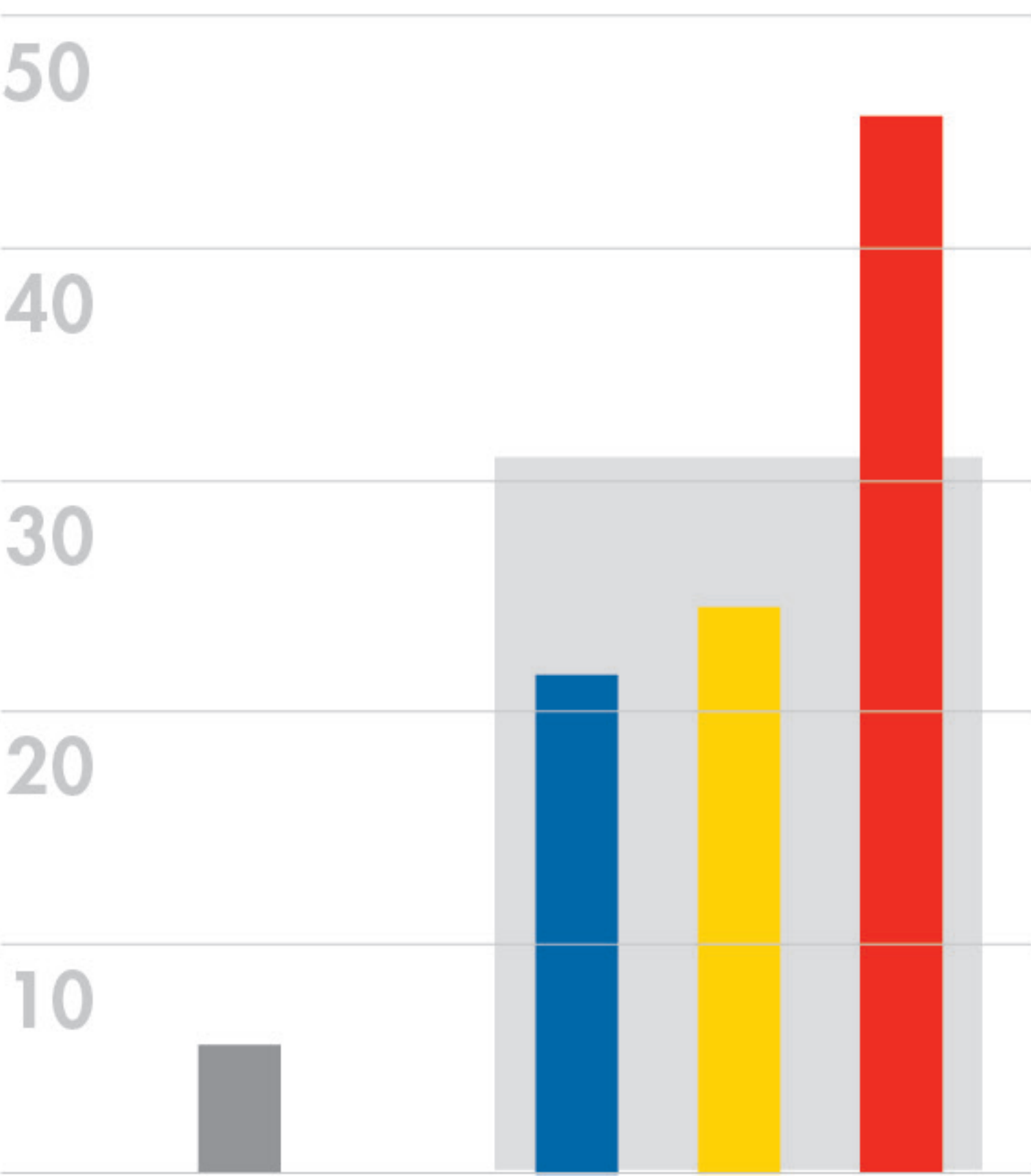


# California FFA Member Media Engagement Analytics

California FFA social media followers are active, and engagement is high. Facebook followers are above 18,700 and Instagram followers are well above 20,100 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,500, depending on type of post.



## CALIFORNIA FFA E-NEWSLETTER ENGAGEMENT | 81,200 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 31%**, in comparison to the industry average of 6%.

- 6% Industry average Open Rate
- 31% Our average Open Rate
- 22% California FFA Foundation e-newsletter
- 25% California FFA Association e-newsletter
- 45% 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<br>National Blue<br>Sponsor                 | \$50,000<br>Corn Gold<br>Sponsor                     | \$25,000<br>Creed<br>Sponsor | \$10,000<br>Motto<br>Sponsor |
|---|--|--|------------------------------|------------------------------|
| Use of board room at California FFA Center located in Galt, California<br><i>Contingent upon availability</i>   | Included   | Included   | Included                     | Included                     |
| State Officer team to make a single visit to business or function of choice<br><i>Contingent upon availability</i>  | Included   |  |                              |                              |
| <b>RECOGNITION WITHIN THE STATEWIDE LEADERSHIP CONFERENCE CONTINUUM</b><br><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                         |
| <b>MEDIA RECOGNITION</b>   Facebook/Twitter: 18.7K+ followers  Instagram: 20K+ followers |  |  |                              |                              |
| Sponsor logo pop-up on the student log-in landing page for AET for one-year*.<br><i>*Student-required online FFA record keeping software. Approximately 800,000 annual log-ins.</i>   | Included   |  |                              |                              |
| Golden Slate California Agricultural Teachers' Association e-Newsletter Recognition (1,320 subscribers)<br><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<br><i>Each post includes embedded link to sponsor website. Content to be provided by sponsor.</i>  | Two Posts<br><i>Content can change for each post</i> | Two Posts<br><i>Content can change for each post</i> | Logo only                    | Logo only                    |
| California FFA Association & Foundation e-Newsletter Recognition (118,000 subscribers)<br><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                     |



# 2023 California FFA State Leadership Conference: March 16-19

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 Toyota Arena and Ontario Convention Center.

THIS YEAR’S CONFERENCE will include **six live sessions**.

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

**OVER \$100,000 in scholarships and awards** were garnered by FFA members in recognition of their achievements in 2022.

## 2022 CALIFORNIA STATE LEADERSHIP CONFERENCE ENGAGEMENT ANALYTICS

**NEW INSTAGRAM FOLLOWERS INCREASED 734% OVER STATE CONFERENCE WEEK IN 2022 VS. 2021.**

California FFA saw significant social traffic during the week of the 2022 California FFA State Leadership Conference.

### FACEBOOK

Reach: 23,011  
Page Engagement: 7,434  
New Likes: 106



### INSTAGRAM

Reach: 35,239  
Page Visits: 26,430  
New Followers: 1,251



### TWITTER

Impressions: 8,403  
Engagement Rate: 4.32%  
Post Engagements: 423



{ 2021 STATE LEADERSHIP CONFERENCE PROMOTION }



# Annual Sponsorship Opportunities and Benefits, *continued*

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|---|---|---|---|---------------------------------|------------------------------|
| STATE FFA LEADERSHIP CONFERENCE RECOGNITION   |   |   |   |                                 |                              |
| Logo placement on exterior digital display at Toyota Arena, Ontario   | Included  |   |   |                                 |                              |
| Logo Appearance in Pre-Session Pump-Up Video<br><i>Logo will appear at the end of the approximate three-minute video</i>  | Included  | Included  |   |                                 |                              |
| Opportunity to host an industry-lead student career-focused workshop for students   | Included  | Included  | Optional  | Optional                        |                              |
| Exclusive sponsorship and branding of one session with pre-recorded video welcome message for sponsors at Creed level and above.<br><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 Toyota Arena’s internal digital displays periodically during sessions   | Logo  | Logo  | Name  | Name                            |                              |
| Acknowledgment in Conference 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 Toyota Arena, Ontario<br><i>Locations include FFA Store &amp; Marketplace, College &amp; 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

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## Friday Night Entertainment Opportunities

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The 95th State FFA Leadership Conference, March 16-19, 2023, in Ontario, California will feature a Friday night entertainment option in the Expo Hall. The musical festival vision will feature a DJ, opening act entertainer and a headliner. Students will arrive at the Expo Friday evening and be greeted by exhibitors with games, college mascots, food trucks, music and conference attendees who are ready to have a fun-filled evening together.

### \$15,000 HEADLINER PRESENTING SPONSOR

As the Headliner Presenting Sponsor, you will be cross-branded in the initial announcement of the evening and all corresponding references. In addition, are the following benefits outlined below.

- Recognition as the Presenting Sponsor for all correspondence related to the headlining performer.
- Opportunity to have a representative kickoff the Friday evening entertainment with brief remarks.
- 20x30 exhibit space in the Expo Hall
- Opportunity to have one 30-second video aired in Toyota Arena before a general session.
- All other rights and recognition as outlined under a Motto level sponsorship.

### \$7,500 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 for 500 students, your company will be a major focal point for students in a roped off area, well branded with your logo and signage.

## \$30,000 Sponsorship Level

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### 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 Level

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### 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 all-access passes to conference and luxury box branding will be exclusive to the sponsor of the space. *Limited number available.*

## \$10,000 Sponsorship Levels

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### TEACHER LOUNGE BRANDING

Featuring two large screens and lounge furniture, the lounge 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 would 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.

*[ Additional opportunities detailed on following page ]*



# Additional Conference Sponsorship Opportunities, *continued*

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## \$7,500 Sponsorship Levels

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

## \$5,000 Sponsorship Levels

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### FFA STORE AND MARKETPLACE

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

### MEET & GREET HOST

Students will be flocking to your booth, as the host for the meet and greet opportunity with our opening act entertainer. Meet and greet to take place Friday afternoon or evening and is contingent upon artist approving sponsor as meet and greet host.

### 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.

### STATE OFFICER RETIRING ADDRESS CLASSROOM CURRICULUM

Keep the classroom momentum going, long after conference ends with lesson plans and curriculum complimenting 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

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### 10X20 EXHIBIT SPACE IN THE COLLEGE AND CAREER EXPO

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 Toyota Arena. Includes a full-length (up to 10 minutes) feature airing in the Expo Hall during Career Show hours.



# 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?

**Katie Otto**

California FFA Foundation,  
Executive Director of Development  
209.744.1969  
kotto@californiaffa.org

Billing Questions?

**Cari Brown**

cbrown@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.

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## 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.

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**CALIFORNIA  
FFA FOUNDATION**

**Connect with California FFA online!**

@CaliforniaFFA

www.calaged.org

