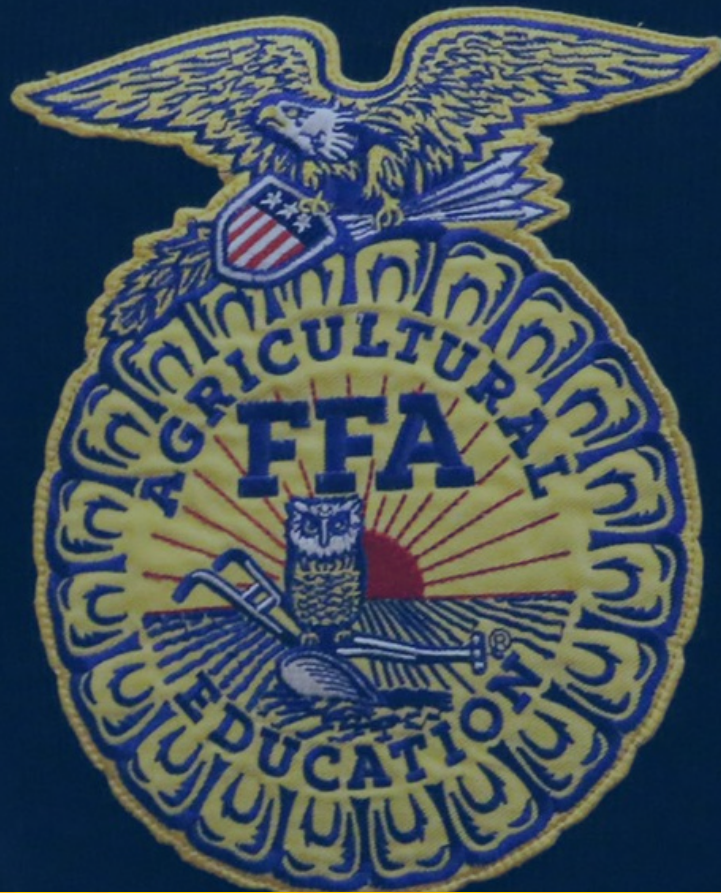


CALIFORNI



**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

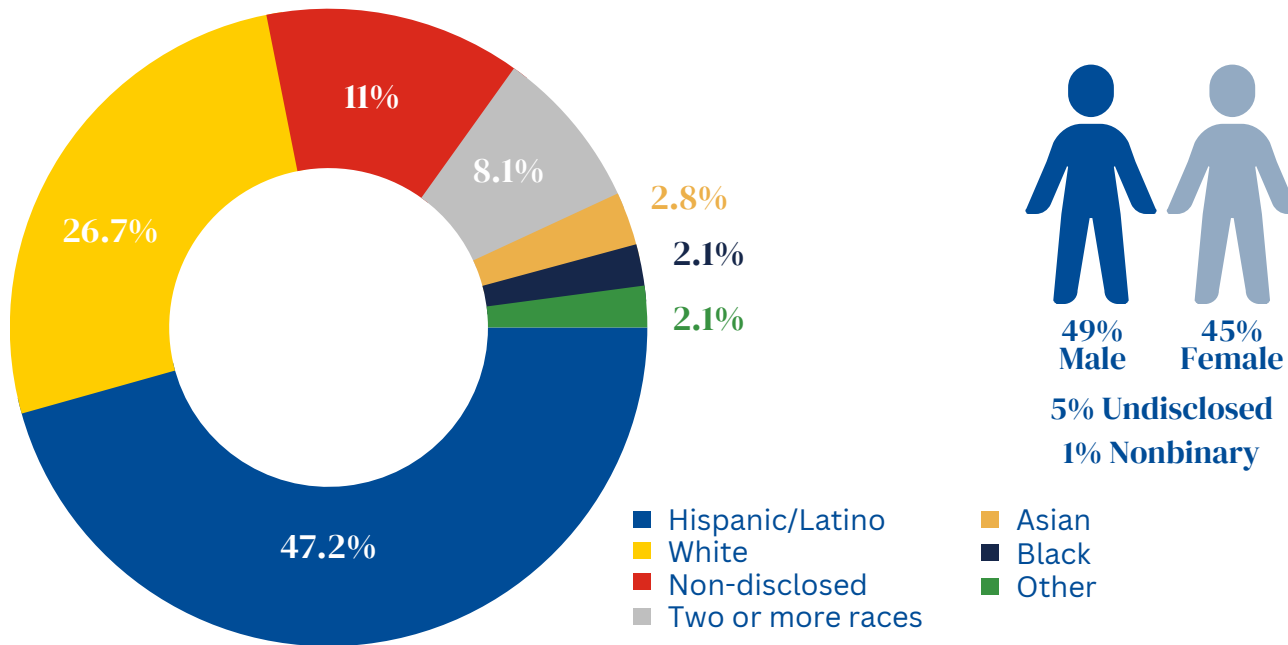
- FFA jackets for students
- 55+ Leadership development conferences
- Section, regional and state level contests

# CALIFORNIA FFA STATISTICS & DEMOGRAPHICS

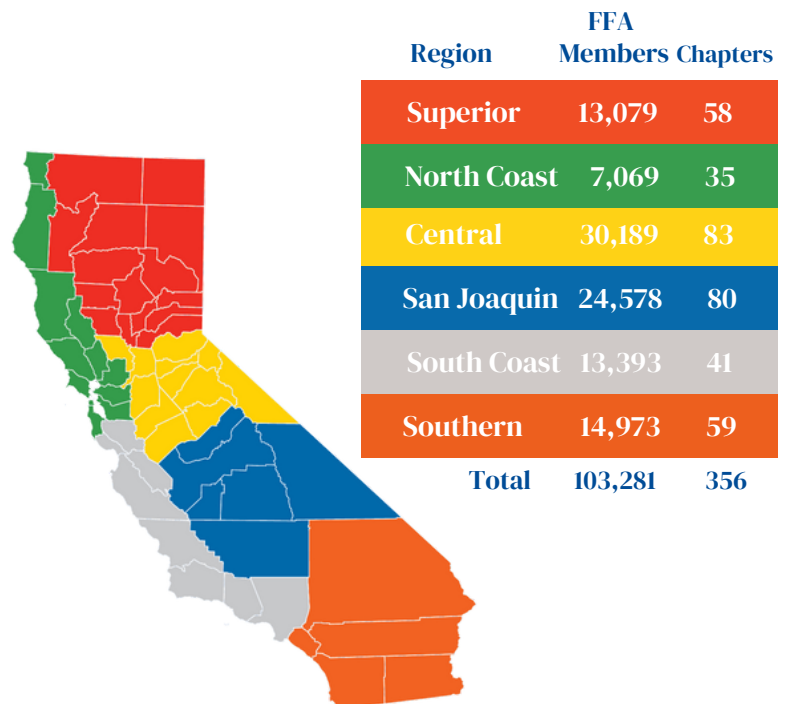
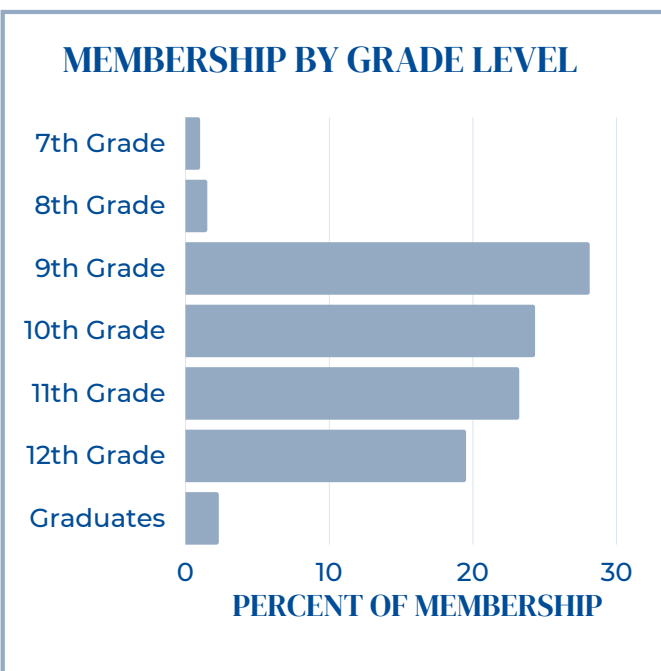


California FFA has 103,281 members, and 356 chapters, which include 331 public schools, 14 private schools, ten charter schools (including three middle schools), and 15 middle schools.

## STUDENT GENDER & ETHNICITY



## GEOGRAPHIC DISTRIBUTION OF MEMBERS & CHAPTERS



Data based on the 2022-2023 school year.

# CONNECTING INDUSTRY TO THE WORKFORCE

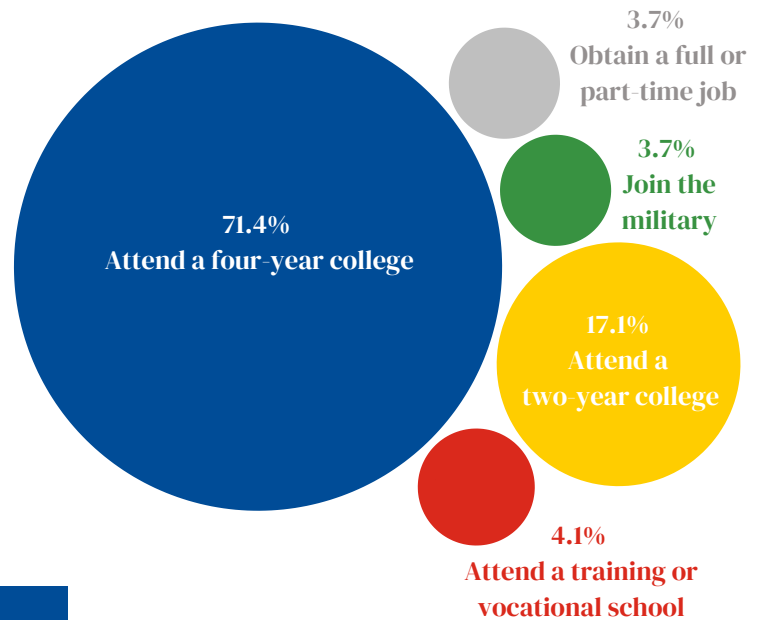


Sponsoring the California FFA connects your industry to students. California FFA students develop skills that put them on a pathway to gainful employment and successful careers in high-demand fields. Students fill the need for professional, technical, and trade industry positions in the workforce.

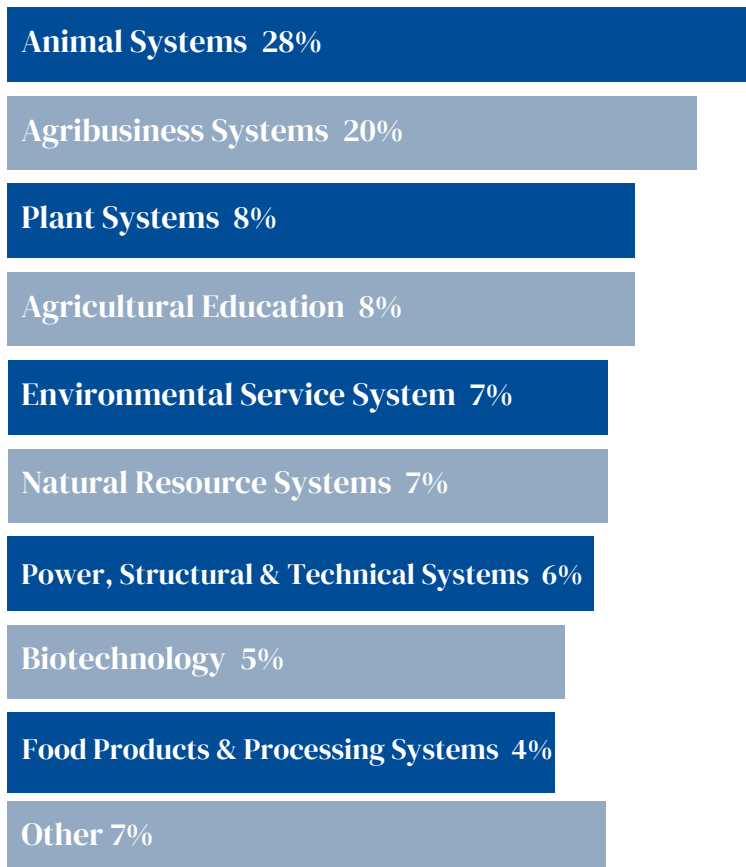
In 2018-2019, Purdue University conducted a study in collaboration with National FFA exploring the relationship between involvement in FFA and college and career readiness.

***The results of this study indicate that FFA members are high achievers in the classroom but also in their future careers.***

## POST-HIGH SCHOOL PLANS



## AGRICULTURAL CAREER FOCUS AREAS



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.

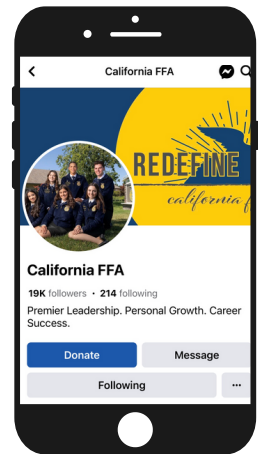
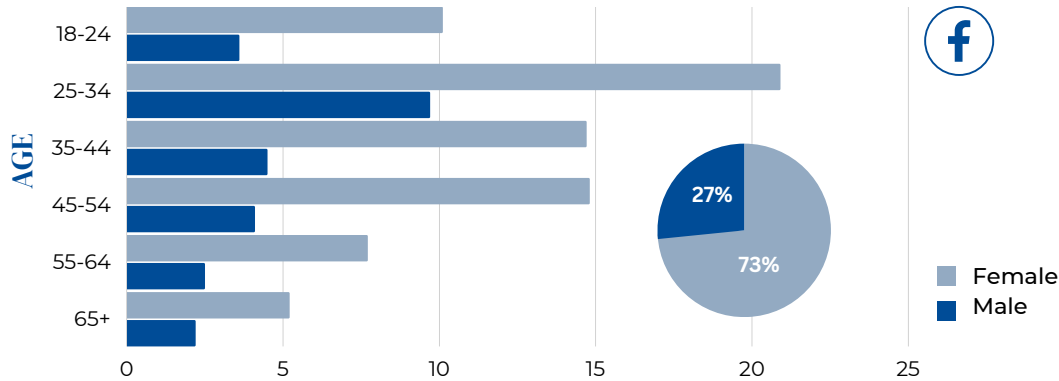
FFA members have the desire to **STAY INVOLVED** in agriculture as they move into their careers.

# CALIFORNIA FFA MEDIA ENGAGEMENT

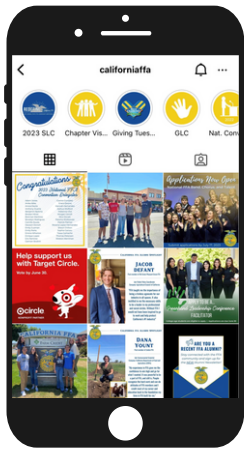
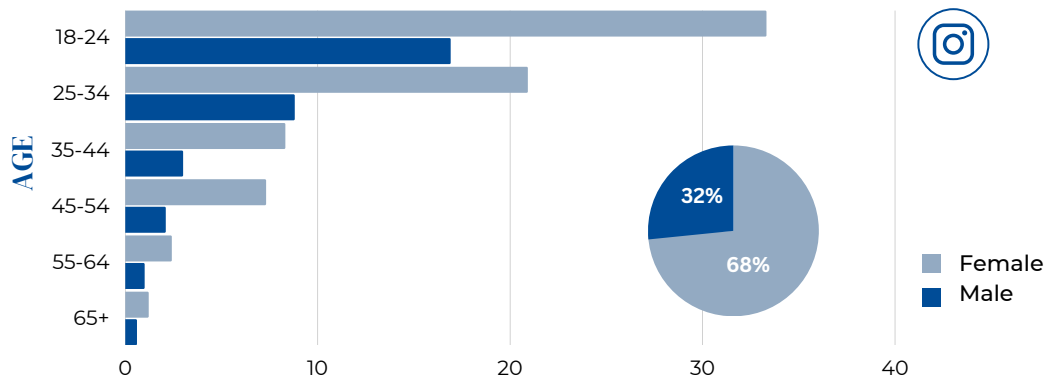


California FFA social media followers are active, and engagement is high. Facebook followers are above 19,200 and Instagram followers are well above 22,307 followers, with an average reach of posts on Facebook, ranging between 3,000 and 4,500, depending on the type of post.

## 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 **115,000 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 40%, in comparison to the industry average of 6%.

# 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		
<b>STATEWIDE LEADERSHIP CONFERENCE CONTINUUM RECOGNITION</b> <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	Logo
<b>MEDIA RECOGNITION</b> <i>Content to be provided by sponsor for items noted below.</i>				
				
				
Inclusion in one edition of California FFA Foundation's quarterly print newsletter (2,500 subscribers)	Profile Article	Highlight	Logo Recognition	
E-Newsletter Recognition CA Ag Teachers' Assoc. (CATA) - 1,771 subscribers California FFA Association - 94,375 subscribers California FFA Foundation - 19,534 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 with link	Logo with link
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

# 2024 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 \$100,000 in scholarships and awards were awarded to FFA members in recognition of their achievements in 2023.*



*GUEST ATTENDANCE includes more than 6,000 FFA members, teachers, family members, school administrators, board members, and industry leaders.*

## 2023 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: 49,423  
Page Visits: 11,384  
New Likes: 192



### INSTAGRAM

Reach: 36,677  
Page Visits: 40,409  
New Followers: 1,529



### TWITTER

Impressions: 4,965  
Engagement Rate: 13.7%  
Post Engagement: 87

# ANNUAL SPONSORSHIP OPPORTUNITIES, continued

<i>Sponsorship Package Comparison</i>	<b>\$75,000 National Blue Sponsor</b>	<b>\$50,000 Corn Gold Sponsor</b>	<b>\$25,000 Creed Sponsor</b>	<b>\$10,000 Motto Sponsor</b>
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 logo placement



# ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## *\$30,000 Sponsorship Level*

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### *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*

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### *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.*

## *\$10,000 Sponsorship Level*

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### *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*

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### *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.*

### *FRIDAY NIGHT DJ*

*Students will arrive at the Expo Friday evening and be greeted by exhibitors with games, college mascots, concessions, and a DJ to keep the Expo Hall energy moving. Special shout-outs from the DJ and signage will acknowledge your sponsorship.*

# ADDITIONAL CONFERENCE SPONSORSHIP OPPORTUNITIES

## *\$7,500 Sponsorship Level (cont'd)*

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### *NEW STATE OFFICER RECEPTION*

*Join the newly elected State FFA Officers at Golden 1 Center after the closing session of the 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 Level*

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### *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.*

### *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*

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### *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.*

# 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 agreement request to Katie Otto at [kotto@californiaffa.org](mailto:kotto@californiaffa.org). Once the email is received, we will contact you to discuss the next steps, invoicing, and logo requirements for recognition.*

### Sponsorship Questions

Katie Otto

209 .744. 1969

[kotto@californiaffa.org](mailto:kotto@californiaffa.org)

### Billing Questions

Cari Brown

209.744.1073

[cbrown@californiaffa.org](mailto:cbrown@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](https://CalAgEd.org/Support/FFA-Foundation)

Connect with California FFA online!

