

California FFA Foundation

Partnership Program



An Honored Tradition



The California FFA Foundation was founded in 1972 by individuals who believe in and have experienced the FFA. With a mission "To provide the California Future Farmers of America organization a funding and knowledge-based entity to support the FFA Mission and programs, and to ensure the funding for California's agricultural education programs in order to preserve agriculture as the state's most vital industry."

Foundation board members and contributors have forged ahead with determination to ensure that younger generations will have the opportunity to participate in the life-changing experience known as the California FFA.

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.



Connect with our future!

Partnering with California Youth



For more than 81 years, the California Association FFA has been an integral part of California agriculture. The FFA has made a positive difference in the lives of millions of FFA members by developing their potential for premier leadership, personal growth, and career success through agricultural education.



A sponsorship with the California FFA Foundation is a great way for businesses and organizations to “co-brand” their products and services in the California FFA marketplace. More than a sponsorship, our programs are designed to create a win-win partnership for participants.



In addition to the good name and reputation of the California FFA, businesses will gain recognition of their gift and support to the members of the California FFA, affiliate organizations, the community of 307 chapters, and the entire agriculture industry. Our program is designed with varying levels of participation affording participants the flexibility to choose their level of sponsorship through the California FFA Foundation.



The purpose of the Partnership Program is to promote those businesses and organizations who support the longevity of the California FFA program through their sponsorship. The California FFA family will encourage those who use promotional items, supplies, and services to choose a California FFA Foundation Sponsor.

Agricultural Education



The California FFA membership is over 70,000 students representing 307 chapters throughout the state. FFA is a diverse organization operating in rural, urban, and suburban schools. Students enrolled in agricultural education programs are eligible for membership. The Future Farmers of America was organized in 1928 in Kansas City, Missouri. In 1950, Congress granted FFA a federal charter making it an integral intra-curricular part of public agriculture instruction under the National Vocational Education Act.



Science, Business, and Technology

The Future Farmers of America Organization has expanded agriculture opportunities beyond production farming. FFA opportunities now encompass science, business, and technology. FFA members may enter the workforce directly from high school or pursue higher degrees through technical schools and four-year universities. They are preparing for careers in agricultural marketing, processing, communication, education, horticulture, production farming, natural resources, agribusiness, and other diverse agricultural fields.



Structure

FFA operates on local, state, and national levels. Student members belong to chapters organized at the local school level. Agricultural educators serve as chapter advisors. Chapters are organized under state associations led by an advisor and executive secretary, often employees of the State Department of Education. States conduct programs and host annual conventions. The California Association FFA, governed by a board of directors, provides direction, program materials, support, and hosts the California FFA Convention.





Instruction

What is FFA?

There are three components of agriculture education working together: Supervised Agricultural Experience (SAE), classroom instruction, and FFA. Together, they provide FFA members with an advantage in the job market, advantages in attaining scholarships and college admission, advantages in starting their own business, and advantages in developing a plan for success in life.



S.A.E.



FFA



Membership

- Today, there are over 70,000 California FFA members.
- 45% of FFA members are female. Women hold more than 62% of state leadership positions.
- 47% of FFA membership is Caucasian, 44% Hispanic, and 9% is other.
- 27% of FFA members live in rural farm areas, 40% live in rural non-farm areas, and the remaining 33% live in urban and suburban areas.



Investing in the Future

The FFA Creed begins with, "I believe in the future of agriculture with a faith born not of words but of deeds..."



Students are living up to those words every day. Their Blue Jackets are paving the way for a bright future. Many have experienced first-hand how FFA makes a tremendous impact in students' lives. Learning the value of good business, instilling a positive attitude, and developing the tools for leadership all contribute to the bright futures of those who wear the blue jacket. They are the future leaders of our most critical industry - **Agriculture**.

However, over 70,000 FFA members need your help to ensure that the FFA will continue to prosper. We are seeking leaders to partner with the FFA Foundation in one of three ways.

FFA Center Campaign

The FFA Center Partnership is an opportunity to share in the rich tradition of the Future Farmers of America, and proudly support the premier leadership development of California's #1 industry – agriculture. Located in Galt, the FFA Center became a reality due to the vision and hard work of many FFA supporters. These supporters recognize the importance of FFA in California and have invested in the future of California's agriculture.



State Conference Sponsorship

Title Sponsorship at the annual "State Leadership Conference" allows a specific entity to brand their logo/name on very specific aspects of the annual conference. For example, 5,000 t-shirts worn by all conference attendees.

Leadership Partner Program

The "Leadership Partner Program" is designed for partners interested in supporting and receiving recognition at all California Association FFA statewide leadership conference events.



Connect with our future!

ture of Agriculture



FFA programs receive funds through private donations on a local, state, and national level. Sponsorship with the California FFA Foundation is a partnership benefiting students, the organization, and sponsors.

Why Should I Sponsor?

- California FFA has an estimated audience of 300,000 annually.
- FFA members are an educated workforce - 62% employed, compared to the United States young adult average of 38%.
- 86% of FFA members intend to pursue higher education after high school. They are high academic achievers and team players with proven leadership skills.
- There are more than 307 chapters statewide, stretching from Calexico to Eureka.
- FFA members earn \$4 billion annually through their Supervised Agricultural Experiences (SAE's) nationally.
- FFA helps to form well-rounded young people that possess the positive life skills necessary to become productive citizens in their communities.



Whom Will I Reach?

- California FFA is a grass-roots organization with an audience that extends well beyond immediate family, school, and community; an audience that reaches well over 1,000,000.
- FFA has brand loyalty with current and future opinion leaders.
- Sponsors can network with leaders of other companies who are FFA supporters.



What is FFA Achieving?

- FFA sustains America's competitive advantage in the global environment.
- FFA develops young people to think critically and act decisively.
- FFA rewards students' achievements in agriscience, agribusiness, production agriculture, and public speaking.
- FFA provides exposure and training for more than 300 career paths in the agriculture industry.

FFA Sponsor Benefits

FFA Center Campaign

Star Blue & Gold Sponsor – \$250,000 (\$50,000 for 5 years)

FFA Center Benefits:

- Permanent recognition in the lobby of the California FFA Center
- Licensing Agreement for use of FFA Emblem and FFA Supporter Logo for 5 years
- Use of board room at California FFA Center

State Conference Benefits:

- Company recognition at State Conference General and Sponsor Session
- Premium space in "Partner Row" at State Conference career show
- 2 complimentary guest rooms at the Radisson Hotel during state conference
- Complimentary guest badges to all conference sessions
- 6 tickets to the Sponsor Dinner at State Conference

Social Media Benefits:

- Feature in California Association FFA News Magazine and the California FFA Foundation *Blue & Gold News* Magazine (70,000+ circulation)
- 5 year logo advertisement on the California Agricultural Education web site (www.calaged.org) and the California FFA Foundation web site (www.caffafoundation.com)
- State Officer team visit to business or function of choice – contingent upon availability

State Conference Sponsorship

Platinum Sponsor - \$50,000

Conference Benefits:

- Elite sponsor of the State FFA Conference and recognition at the Opening Session
- Top billing on all program signage
- Company logo prominently displayed on the inside front cover of the conference program and web site
- Licensing Agreement for use of FFA Emblem and FFA Supporter Logo
- Company logo on 5,000 T-shirts
- Recognition in all print advertisements, press and media releases
- 2 complimentary guest rooms at the Radisson Hotel during state conference
- Welcome address and sponsorship presentation during the Sponsor Session
- Banner with company logo prominently displayed in convention hall
- Prominently placed exhibit booth at career show
- Complimentary guest badges to all conference sessions
- 6 tickets to the Sponsor Dinner at State Conference
- 1 year logo advertisement on the California FFA Foundation web site and the California Agricultural Education web site

Gold Sponsor - \$30,000

Conference Benefits:

- Official sponsor of the 2nd General Session
- 2nd level billing on all program signage
- Company logo displayed on the back cover of the conference program
- Licensing Agreement for use of FFA Emblem and FFA Supporter Logo
- Company logo on 5,000 attendee gifts
- Recognition during 2nd General Session and Sponsor Session
- Recognition in all print advertisements, press and media releases
- Banner with company logo prominently displayed in convention hall
- Exhibit booth at career show
- Complimentary guest badges to the 2nd General Session and Sponsor Session
- 6 tickets to the Sponsor Dinner at State Conference
- Rooms at the Fresno Radisson available for purchase at group rate
- 1/2 page advertisement in 2 issues of the California FFA News Magazine (Circulation 70,000+)
- 1 year logo advertisement on the California FFA Foundation web site and the California Agricultural Education web site

Leadership Partner Program

Greenhand Leadership Conference

Attended by over 4,000 freshmen FFA members.

- T-shirts (\$12,000)
- Workbooks (\$8,000)
- Pens (\$6,000)
- Meals (\$20,000)

Made for Excellence Conference

Attended by over 1,000 FFA members.

- T-shirts (\$4,000)
- Workbooks (\$3,000)
- Pens (\$1,000)
- Meals (\$20,000)



Connect with our future!

FFA members need your help to ensure that the FFA will continue to prosper. We are seeking leaders to partner annually with the FFA Foundation to assist in securing a bright future and quality program for agricultural education throughout California.

Blue & Gold Sponsor - \$20,000

All of the Motto Sponsor benefits plus the following upgrades:

- Company recognition during Sponsor Session at California State FFA Conference
- 1/2 page recognition ad in 2 issues of California Association FFA News Magazine (70,000+ circulation)
- One year logo advertisement on California Agricultural Education web site and the California FFA Foundation web site
- State Officer team visit to business or function of choice – contingent upon availability
- Licensing agreement for use of the FFA Supporter Emblem – 1 year

Motto Sponsor - \$10,000

All of the Creed Sponsor benefits plus the following upgrades:

- 1/4 page advertisement in 2 issues of the California Association FFA News Magazine (Circulation 70,000+)
- Convention booth located in "Partner Row"
- Proficiency Award Sponsorship

Creed Sponsor - \$5,000

All of the FFA Sponsor benefits plus the following upgrades:

- Career Development Event Sponsor
- Tickets to a California FFA Foundation event

FFA Sponsor \$100 - \$4,999

- Listing on the California FFA Foundation Sponsor web site
- Inscribed tile at the FFA Center (minimum \$1,000 donation)
- Inscribed brick at the FFA Center (minimum \$500 donation)

Silver Sponsor - \$20,000

Conference Benefits:

- Official sponsor of the Third General Session
- 3rd level billing on all program signage
- Company logo displayed on the inside back cover of the conference program
- Licensing Agreement for use of FFA Emblem and FFA Supporter Logo
- Company logo on 5,000 pens
- Recognition during 3rd General Session
- Exhibit booth at career show
- Complimentary guest badges to the 3rd General Session and Sponsor Session
- 4 tickets to the Sponsor Dinner at State Conference
- Rooms at the Fresno Radisson available for purchase at group rate
- 1/4 page advertisement in 2 issues of the California Association FFA News Magazine (Circulation 70,000+)
- 1 year logo advertisement on the California FFA Foundation web site and the California Agricultural Education web site

Bronze Sponsor - \$10,000

Official sponsor of the State FFA Band & Choir

Conference Benefits:

- Exhibit booth at career show
- 1/8 page advertisement in conference program
- Recognition before each band and choir performance and during the Sponsor Session
- Complimentary badges to session of choice
- 4 tickets to the Sponsor Dinner at State Conference
- Rooms at the Fresno Radisson available for purchase at group rate
- 1/8 page advertisement in 2 issues of the California Association FFA News Magazine (Circulation 70,000+)
- 1 year logo advertisement on the California FFA Foundation web site and the California Agricultural Education web site

Program Sponsor - \$5,000

Proficiency Award Sponsor

- Program recognition
- 4 tickets to Sponsor Dinner at State Conference

Advanced Leadership Academy

- T-shirts (\$4,000)
- Workbooks (\$3,000)
- Pens (\$1,000)
- Meals (\$20,000)

California FFA Record Books

- 70,000+ FFA members (\$40,000)



California Association FFA

State FFA Advisor – Bob Heuvel
Assistant State FFA Advisor – Josiah Mayfield
Leadership Coordinator – Marcus Hollan
Financial Director – Katie Otto
Membership Services – Tina Kloss



For More Information...

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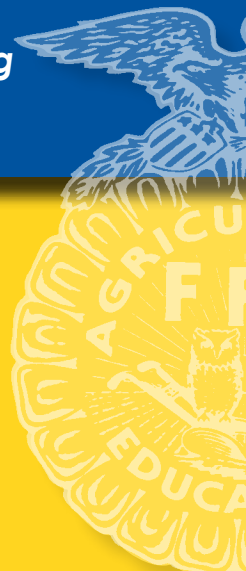
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The California FFA Foundation is a non-profit 501(c)(3) corporation founded in 1972. Gifts to the California FFA Foundation are tax deductible. The Foundation is committed to funding California FFA programs in perpetuity. Your partnership safeguards the future of the California FFA. Federal Tax Identification #23-7166263



Connect with our future!

*“When you are proud of something, you want to share it.
We are proud of our young people, and we appreciate you joining
our efforts by making an investment that is guaranteed to grow.”*



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Modesto, California



FFA Center Campaign	Star Blue & Gold \$250,000	Blue & Gold \$20,000	Motto \$10,000	Creed \$5,000	FFA \$100 - \$4,999
Permanent recognition in the lobby of the California FFA Center	X				
Use of conference room at FFA Center	X				
Booth space at Career Show	Premium	x	x		
2 complimentary guest rooms at State FFA Conference	x				
Complimentary guest badges	all sessions				
Tickets to Sponsor Dinner at State FFA Conference	6				
Newsletter feature	X				
Licensing agreement of FFA Emblem & Supporter logo	5 year	1 year			
State Officer team visit	X	x			
Company recognition at State Conference	X	x			
Company logo advertisement on CA Ag Ed and CA FFA Foundation web sites	5 year	1 year			
Advertisement in the CA FFA News Magazine (70,000+ circulation)	x	x	x		
Proficiency Award Sponsor	x	x	x		
Career Development Event (CDE) award sponsor	x	x	x	x	
Listing on the FFA Foundation Sponsor web site	x	x	x	x	x
Listing as a sponsor in the State FFA Conference program	x	x	x	x	x
Inscribed brick (\$500) or tile (\$1,000) at FFA Center	x	x	x	x	x

State Conference Sponsorship	Platinum \$50,000	Gold \$30,000	Silver \$20,000	Bronze \$10,000	Program Sponsor \$5,000
Elite sponsor of State FFA Conference	x				
Company logo on conference program	Inside front	Back cover	Inside back		
Company logo on conference web site	x	x	x	x	
Company name included in all press & media releases	1 st billing	2 nd billing	3 rd billing	4 th billing	
Company logo on conference signage	1 st billing	2 nd billing	3 rd billing	4 th billing	
Company logo on conference hall banner	1 st billing	2 nd billing	3 rd billing	4 th billing	
Sponsor of 2nd General Session		x			
Sponsor of 3rd General Session			x		
Sponsor of state FFA Band and Choir				x	
Company logo on T-shirts	x				
Company logo on attendee gifts		x			
Company logos pens			x		
Licensing agreement for use of FFA emblem and Supporter logo	x	x	x		
Exhibit booth space	x	x	x	x	
Complimentary guest rooms	x				
Rooms available at Radisson	x	x	x	x	
Complimentary guest badges to sessions	x	x	x	x	
Ad in CA FFA News Magazine (70,000+ circulation)	Full page	1/2 page	1/4 page	1/8 page	
Company logo on CA Ag Ed and CA FFA Foundation websites	x	x	x	x	
Tickets to Sponsor Dinner at State Conference	6	6	4	4	4

Leadership Partner Program	T-shirts	Workbooks	Pens	Meals
Greenhand Leadership Conference – Company logo	\$12,000	\$8,000	\$6,000	\$20,000
Made for Excellence Conference – Company logo	\$4,000	\$3,000	\$1,000	\$20,000
Advanced Leadership Academy – Company logo	\$4,000	\$3,000	\$1,000	\$20,000
Member FFA Record Books - Company logo	-	\$40,000	-	-

