

AGRICULTURE:

Food for Life

SPONSORSHIP OPPORTUNITIES



Ag Day 2017



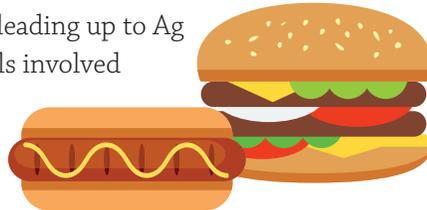
American agriculture is our country's foundation.

American ag is Food for Life.

The Agriculture Council of America celebrates the hard work and wholesome contributions of our country's farms and farm families on National Agriculture Day—and has proudly done so for nearly 50 years.

Join leading agricultural companies and communities across the country to share the story of American agriculture. Check out our new events and take part in expanded opportunities to get involved.

In the months leading up to Ag Day, individuals involved in agriculture will work with



schools, clubs and other community organizations to plan activities to recognize and celebrate the event.

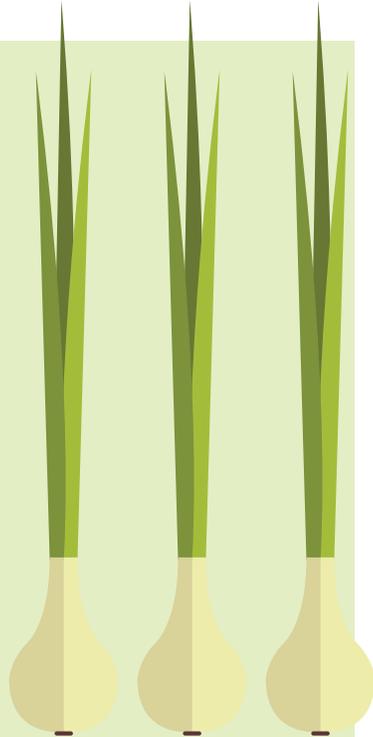
- Lesson plans for classrooms.
- Community breakfasts or similar gatherings.
- Point-of-purchase and on-farm displays.
- Outreach to local legislators and media.

The goal is simple: to establish—or enhance—the understanding of how food, fiber and renewable resource products are made, and through that understanding, build a growing appreciation for the contributions of agriculture as a:

- source for safe, abundant and affordable products
- positive force in the local, national and global economy
- vital part of meeting the growing global challenge of hunger

Spreading the word in 2016:

- More than 3,000 news articles with a combined readership of more than 5 million.
- Articles appeared in 46 of the top 50 markets, 84 of the top 100 markets, and 171 of the top 300 markets.
- Print placements alone had an approximate ad value of \$20,000, based on column inch rates.
- In addition, online articles were viewed by 29 million unique visitors per month.



Why Be A Sponsor?

1

Be a Leader

Not only will you show your commitment to agriculture, you'll put your company in front of key industry and government decision makers.

2

Build Goodwill

Most Americans say they have a positive image of a company that supports a cause they care about.

3

Stand Out From the Crowd

Set yourself apart from your competitors by taking advantage of the exposure generated from a broad, grassroots publicity effort.



Nationwide Grassroots Campaign Culminates in Nation's Capital

While one single day is officially designated as National Ag Day annually, this actually represents the capstone of a months-long grassroots effort. Across the nation, advocates of agriculture work tirelessly to further awareness and understanding. Your sponsorship of Ag Day helps the ACA be able to provide fresh materials each year to support the initiative.

In the community

Each year, the ACA provides a comprehensive planning kit to help local organizers host successful events. Samples of successful events. Tips on timing. Suggestions on working with media. Templates for radio scripts, news releases and letters to the editor. The kinds of hands-on tools that help amplify the effectiveness of local efforts.



In the classroom

We also develop a full complement of educational resources to help build a better understanding of agriculture within the classroom. As fewer and fewer of our nation's children have direct exposure to agriculture, these broader efforts to build that understanding take on even greater significance.

Ag Day Competitions Inspire the Future

Every year, Ag Day invites students across the nation to participate in competitions that celebrate the role of ag. Last year, more than 100 students participated. These contests include:

- ★ Ag Day Essay Contest
- ★ Ag Day Poster Contest (original photography)
- ★ Ag Day Video Essay Contest



A National Day of Observance in Washington, D.C.

In addition to the myriad grassroots efforts, there are a series of Ag Day events held in Washington, D.C., that enable agriculture, as an industry, to take its message to Capitol Hill.

This effort, truly, spans the generations.

Student Hill Visits — Approximately 100 student representatives from FFA, 4-H, AFA and Student NAMA are awarded a trip to meet with congressional representatives and deliver the message of Ag Day.

National Press Club Breakfast — This event brings together representatives of ag media and industry leaders to publicly celebrate the amazing role of agriculture. The national Ag Day Essay Contest winner will be honored, and several public figures will take the podium.

Taste of Ag Celebration — Experience the flavors of ag at this special event featuring samplings from major commodity groups. Legislators, influencers and ag leaders will be invited to mingle and experience agriculture through delicious fare.

**NEW THIS
YEAR!**

Additional Events — Several agriculturally-focused organizations hold events in the nation's capital in conjunction with Ag Day.





Ag Day Sponsorship Levels and Benefits

level	benefits	company contribution	association contribution
Ag Day Contributor	<ul style="list-style-type: none"> Company logo and name featured in a special sponsors recognition ad in the April 2017 issue of <i>Agri Marketing</i> magazine Company logo featured on Ag Day website Use of the official Ag Day logo in your publications, advertising and communications 	Under \$5,000	Under \$2,500
Ag Day Supporter	<p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> Prominent signage and other materials with your logo at events held in Washington, D.C. Company logo featured on Ag Day printed materials 	\$5,000 Cash or in-kind	\$2,500 Cash or in-kind
Ag Day Champion	<p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> Special tailored press kit to promote your Ag Day sponsorship Complimentary quarter-page ad in the Ag Day National Press Club Breakfast program guide Mention of your organization in all press releases, media materials and social media Commodity groups at this level would have a featured food item at the Taste of Ag Event 	\$10,000 Cash or in-kind	\$5,000 Cash or in-kind
Ag Day Partner	<p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> Complimentary half-page ad in the Ag Day National Press Club Breakfast program guide Partnership in planning National Ag Day Events Opportunity to be a guest blogger on the Ag Day website Commodity groups at this level could select their featured food item for the Taste of Ag Event and would receive prominent placement 	\$20,000 Cash or in-kind	\$10,000 Cash or in-kind
Ag Day Platinum Partner	<p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> A chance to introduce a speaker during one of the Ag Day activities in Washington, D.C. Complimentary full-page ad space in the Ag Day Press Club Breakfast program guide Commodity groups at this level could select their featured food item for the Taste of Ag Event and would have lead placement at the event 	\$30,000+ Cash only	\$20,000 Cash only



Thank You to Our 2016 National Ag Day Sponsors!

National Ag Day is supported by the generous contributions of individual members, organizations, foundations and businesses. Please join us in thanking our 2016 sponsors for their support.

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