



## 2020 Sponsorship Opportunities

Agricenter International, the education, agribusiness, research and agricultural hub of the Mid-South has a \$524 million annual economic impact on the region, hosts over 1.3 million visitors annually, and educates 10,000 students a year.

As a non-profit dedicated to advancing knowledge and understanding of agriculture, Agricenter's educators offer enrichment classes that focus on science, technology and the environment. Your support is invaluable in Agricenter's efforts to provide high quality educational programs. Many programs like our Ag Tech Career Forum, are unique experiences for students to learn from experts in the field of biotechnology, agronomics, conservation and ag technology and introduce them to amazing career opportunities for their future. Without this critical funding, these students will never see our living classroom. When you contribute to Agricenter, 100% of your donation goes to our educational and outreach efforts.

### 2020 Signature Events

AgDay Celebration and Exposition	April 1, 2020
Junior Fishing Rodeo	May 16, 2020
Feast on the Farm Gala	August 8, 2020
Agriculture Field Day (formerly FFA Field Day)	September 2020
Harvest Festival	October 17, 2020

### Feast on the Farm Gala

*August 8, 2020*

Even though the 6th annual Feast on the Farm Gala has gone virtual, its impact on our programs remains real. This year's virtual event will find us gathering safely in our homes in celebration and support of community, agriculture and education. Community leaders, supporters, and friends will receive a special Feast on the Farm delivery including a 4-course dinner, wine, beer, and special gifts to make hosting fun and easy. Guests may also participate in the live and silent auctions. The event provides the broadest array of premium marketing opportunities. Proceeds from the event help to meet the needs of Agricenter's education program. Your sponsorship ensures that the next generation gains an awareness for agriculture, forestry, and all our natural resources.



## **AgDay Celebration and Exposition**

### *Student Art Competition and Exhibition*

*April 1, 2020*

This annual event is designed to celebrate the economic impact of agriculture, innovation in the industry and student artwork that illustrates a specific agricultural theme. The program focuses on raising awareness and increasing understanding of the ag industry with participating educators, students, businesses, community leaders and media. Partners and sponsors will showcase their company's contribution to ag at the celebration program featuring a panel discussion with innovative companies and art competition awards ceremony.



## **Jr. Fishing Rodeo**

*May 16, 2020*

Each spring, Agricenter hosts the annual Junior Fishing Rodeo at Catch'em Lakes where catfish are plentiful. The lake is fully stocked with catfish and children ages 5-13 participate for prizes in categories of size and number of catfish. Over 100 youth participate and get to experience this recreation, some for the first time.

## **Agricenter Harvest Festival**

*October 17, 2020*

This annual event is free to the public and attracts 4,000 people. Activities include: pumpkin painting, carnival games, arts and crafts, fair food, education station, and an educational hayride of our farm showcasing the major crops grown in the Delta.



## **Agriculture Field Day**

*September 2020*

Over 500 high school students in the tri-state area descend on the Agricenter campus to learn about technology and careers in agriculture. The focus is on plant science, research, and the technical solutions used in the field. Company partners speak about precision planters, monitoring the growth of the crop via drones and computers, the sale of the crops, and other topics. Students meet with college recruiters.



## Corporate Sponsorship Opportunities

### Title Corporate Sponsor

**\$50,000**

- Title sponsor for Feast on Farm
  - o Premium marketing benefits including event invitation inclusion, advertising, signage, digital billboard, presentation recognition & introduction, website, social media, email marketing, programs, etc.
  - o Three VIP tables (24 seats)
- Title sponsor for 4 additional Signature Events
  - o Premium marketing benefits including advertising & signage, website recognition, social media and email marketing
- Title sponsor for the Farmer's Market

### Diamond Corporate Sponsor

**\$25,000**

- Diamond sponsor for Feast on the Farm
  - o Premium marketing benefits including event invitation inclusion, presentation recognition, social media, email marketing, etc.
  - o Featured marketing benefits including advertising, signage, programs, etc.
  - o Two VIP tables (16 seats)
- Silver sponsor for 4 additional Signature Events
  - o Premium marketing benefits including advertising & signage, website recognition and social media
  - o Featured marketing benefits including email marketing

### Gold Corporate Sponsor

**\$15,000**

- Gold sponsor for the Feast on the Farm
  - o Premium marketing benefits including presentation recognition and social media
  - o Featured marketing benefits including advertising, signage, website recognition, email marketing, programs, etc.
  - o One VIP table (8 seats)
- Silver sponsor for 2 Signature Events and Friend sponsor for 2 Signature Events
  - o Featured marketing benefits including advertising, signage, and email marketing

### Bronze Corporate Sponsor

**\$5,000**

- Bronze sponsor for the Feast on the Farm
  - o Featured marketing benefits including email marketing and website recognition
  - o Standard marketing benefits including presentation recognition and social media
  - o One-half VIP table (4 seats)
- Event sponsor for 4 additional Signature Events
  - o Featured marketing benefits including advertising, signage, and email marketing

**\*All corporate sponsorships include donor logo featured on Agricenter's webpage, averaging >365,000 page views annually.**

# SPONSORSHIP OPPORTUNITIES

## Feast on the Farm 2020

June 6, 2020

BENEFITS	TITLE \$25,000	DIAMOND \$15,000	PLATINUM \$10,000	GOLD \$7,500	SILVER \$5,000	BRONZE \$2,500	COPPER \$1,000	EVENT \$500
Event Tickets	24	16	16	8	8	4	2	N/A
Table Type	VIP	VIP	VIP	VIP	VIP	VIP	VIP	N/A
Invitation Inclusion	Yes	Yes	Yes	N/A	N/A	N/A	N/A	N/A
Advertising & Signage	Premium & Digital Billboard	Premium & Digital Billboard	Featured & Digital Billboard	Featured	Featured	Standard	Standard	N/A
Presentation Recognition	Introduction	Introduction	Premium	Premium	Featured	Standard	Standard	N/A
Agricenter Website Recognition	Homepage & Event Page for 12 Months	Homepage & Event Page for 6 Months	Event Page for 6 Months	Event Page for 6 Months	Event Page for 6 Months	Event Page for 3 Months	Event Page for 1 Month	Event Page for 1 Month
Social Media	Premium with Quarterly Posts	Premium with Twice Annual Posts	Premium	Premium	Standard	Standard	Mention	Mention
Email Marketing	Premium	Premium	Premium	Featured	Featured	Featured	Standard	Standard
Event Program Ad	Premium	Premium	Featured	Featured	Featured	Standard	Standard	Standard
Take Home Gift Inclusion Option	Yes	Yes	Yes	Yes	Yes	N/A	N/A	N/A

## SPONSORSHIP OPPORTUNITIES

### Pricing for Each Event: (1) Harvest Festival (Oct 17, 2020) (2) AgDay Celebration & Expo with Student Art Competition (March 25, 2020)

BENEFITS	TITLE \$10,000	GOLD \$8,000	SILVER \$5,000	BRONZE \$4,000	FRIEND \$3,000	EVENT \$1,000
Advertising & Signage	Premium & Digital Billboard	Premium	Featured	Featured	Featured	Featured
Agricenter Website Recognition	Event Page for 6 Months	Event Page for 6 Months	N/A	N/A	N/A	N/A
Booth Space	Premium	Featured	Featured	N/A	N/A	N/A
Social Media	Premium	Premium	N/A	N/A	N/A	N/A
Email Marketing	Premium	Featured	Featured	Featured	Featured	Featured

### Pricing for Each Event: (1) Jr. Fishing Rodeo (May 16, 2020) (2) Agriculture Field Day (Sept 2020)

BENEFITS	TITLE \$8,000	GOLD \$5,000	SILVER \$4,000	BRONZE \$3,000	FRIEND \$2,000	EVENT \$1,000
Advertising & Signage	Premium & Digital Billboard	Premium	Featured	Featured	Featured	Featured
Agricenter Website Recognition	Event Page for 6 Months	Event Page for 6 Months	N/A	N/A	N/A	N/A
Social Media	Premium	Premium	N/A	N/A	N/A	N/A
Email Marketing	Premium	Featured	Featured	Featured	Featured	Featured



## SPONSORSHIP FORM

Return by March 1, 2020 for inclusion in all applicable promotional opportunities. Final sponsorship deadline is May 1, 2020.

Completed form may be sent via email to [info@agricenter.org](mailto:info@agricenter.org) or faxed to 901-757-7783.

Please make checks payable to:  
Agricenter International  
7777 Walnut Grove Road, Ste 9  
Memphis, TN 38120

Agricenter International is a non-profit 501(c)(3). A donation receipt will be emailed to you.

Name of Event you are sponsoring: \_\_\_\_\_

Sponsor Listing for Signage (e.g. Company Name): \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_ Contribution: \_\_\_\_\_

Sponsor Contact: \_\_\_\_\_

Telephone: Office \_\_\_\_\_ Cell: \_\_\_\_\_

Address: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

Referred By: \_\_\_\_\_

Thank you!