

Step Up **DRIVE FORWARD**

AMERICAN FARM BUREAU® CONVENTION

SAN ANTONIO ★ TX

JANUARY 24-29, 2025



SPONSORSHIP & EXHIBITOR OPPORTUNITIES



Become a sponsor of the American Farm Bureau Convention.

Network with the leaders that influence ag policy. Capture the attention of ag decision makers. Appeal to the ag industry's up-and-coming leaders.

Who Attends?

- ★ State Farm Bureau Leaders
- ★ Policy Makers & Influencers
- ★ Young Farmers & Ranchers
- ★ Women Leaders in Ag
- ★ Agribusinesses
- ★ Farm & Ranch Owners & Managers
- ★ FFA, 4-H, MANRRS and AFA Leaders
- ★ Leading Ag Entrepreneurs & Innovators



Media Outlet Coverage

- ★ **More than 2,100 articles**, tv clips and radio spots generated
- ★ **Potential reach of more than 1 billion**
- ★ **Covered by major outlets** including USA Today, Yahoo! News, MSN and NPR. Top national ag outlets include RFD-TV, Agri-Pulse, Successful Farming and Progressive Farmer.
- ★ **Global coverage** from more than 10 countries, including Australia, Argentina, Brazil, Canada and the United Kingdom.

Past Sponsors

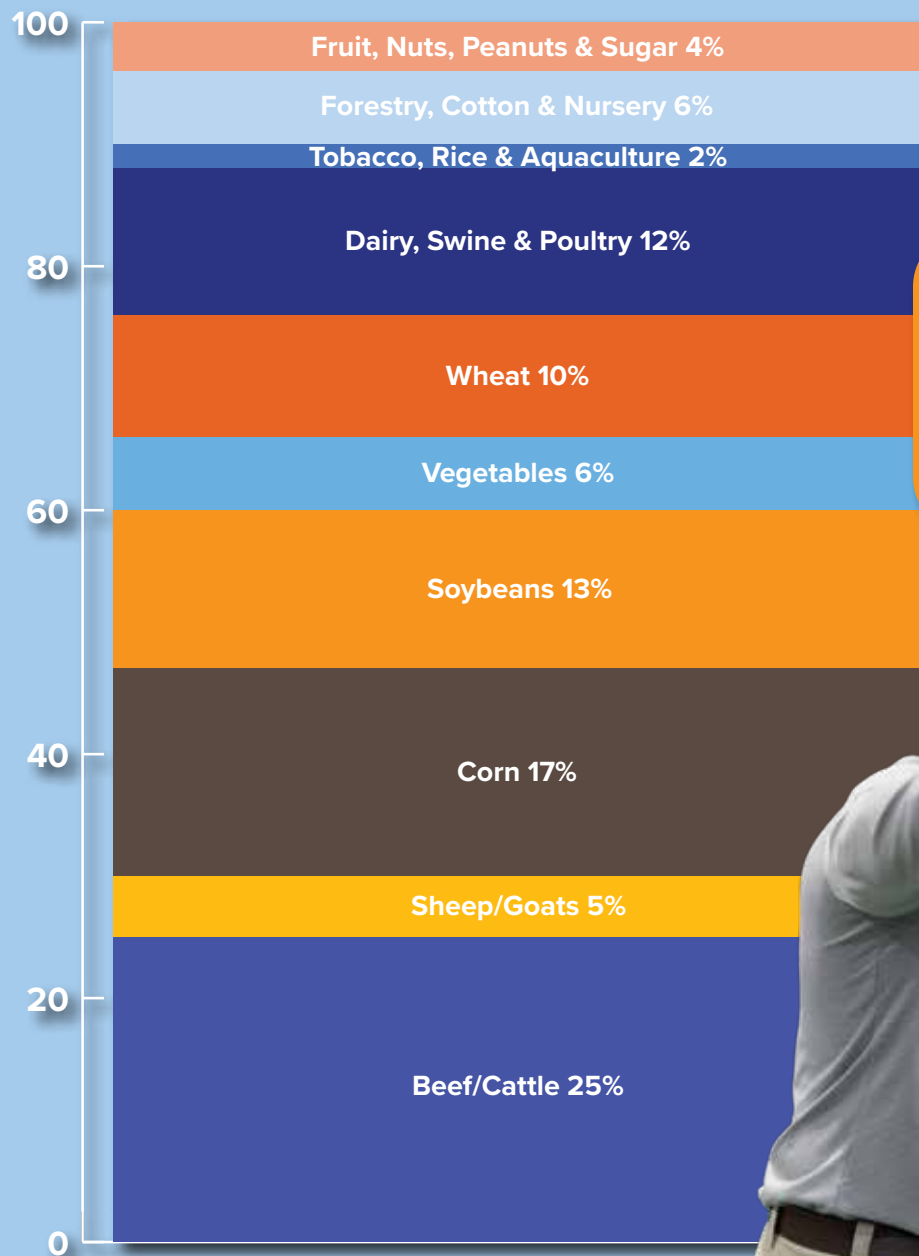


Bloomberg

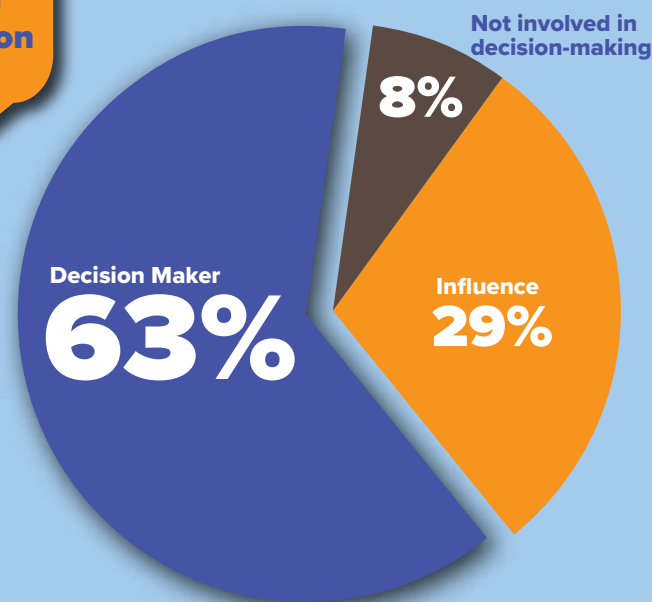
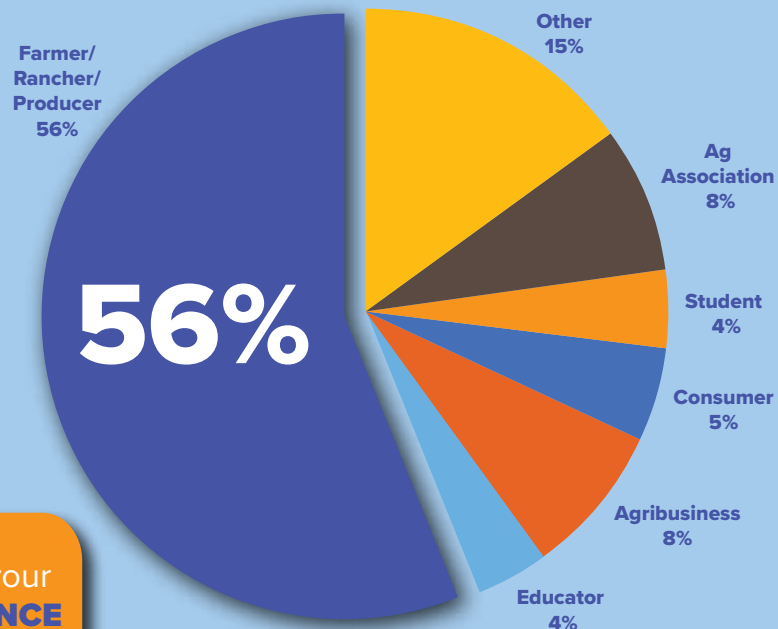


Don't miss your chance to put your company top of mind with the country's most influential ag producers.

Attendees by the Numbers:



You can reach your **TARGET AUDIENCE** at the **American Farm Bureau Convention**



92%

of Convention Attendees are the primary decision maker or influence the buying decisions for their farms.

2025 American Farm Bureau Convention Sponsorship Opportunities

The below recognition is based on overall 2025 contribution totals, inclusive of all programs and events sponsored.

	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2,500+
Sponsor logo acknowledgment on AFBF Convention Website	★	★	★	★	★	★
Complimentary AFBF Convention sponsor registrations	12	10	8	6	4	2
Trade Show Booth Space, if exhibiting*	20'x20'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'
Complimentary AFBF Convention exhibitor registrations**	8	8	4	4	2	2
Sponsor logo acknowledgment in AFBF Convention printed program and digital platforms	★	★	★	★	★	
Sponsor logo acknowledgment on General Session program transitions and event signage	★	★	★	★		
Sponsor logo acknowledgment in AFBF Convention email marketing promotion	★	★	★			
Sponsor acknowledgment in Event Program+	Full page	Half page	Quarter page			
Farm Bureau sponsor acknowledgment throughout 2025	★	★				
Sponsor logo acknowledgment on co-branded escalator decals	★					
15-second brand/mission-based video to play at General Session pre-shows and digital signage during the event++	★					
Access to private meeting room space in Convention Center to host Farm Bureau leadership and staff	★					

*Additional booth space available for purchase

**Must be exhibiting in the Trade Show to receive these registrations.

+Sponsor is responsible for providing its design file by Dec. 2, 2024

++Sponsor is responsible for providing its video file by Dec. 2, 2024

Wi-Fi Sponsor

Help attendees stay connected and not miss a beat at the Henry B. González Convention Center. The Wi-Fi sponsor can create a unique password. *AFBF to approve of final 8-character password.*

\$10,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at registration

Event Lanyards

Invest in this high-profile marketing opportunity as every registered attendee will be given a co-branded lanyard at registration. *Sponsor is responsible for submitting logo files by Oct. 4, 2024. AFBF is responsible for lanyard production.*

\$20,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on attendee badge lanyards

Directional Signage

Place your brand in front of event attendees and help navigate foot traffic around the venue. Co-branded directional signage will be strategically placed in high-traffic areas within the Henry B. González Convention Center and Grand Hyatt San Antonio Riverwalk. *Sponsor is responsible for submitting logo files by Nov. 8, 2024 AFBF is responsible for decal production and installation.*

\$15,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on directional signage

Premier Signage

Showcase your organization's brand by investing in premier signage opportunities throughout the Henry B. González Convention Center. Each signage opportunity provides sponsors with space to place their company's exclusive brand messaging in high-trafficked areas within the Convention Center. This signage will be placed in corridor locations where attendees will transition from all Convention Center entrances to event and program rooms. *Sponsor is responsible for submitting logo files by Nov. 8, 2024. AFBF is responsible for decal production and installation.*

Column Wraps - Main Lobby

Column wraps are located on the Henry B. González Convention Center Main Lobby, the main entrance into the Convention Center by the shuttle drop off location, Trade Show and General Session Halls.

\$6,000 ★ Sponsorships available: 3

Column Wraps - Second Level

Column wraps are located on the Henry B. González Convention Center second level, visible from the main lobby and on the way to the offices and breakouts.

\$6,000 ★ Sponsorships available: Multiple

Window Clings

Internal Window Clings provide the perfect opportunity to advertise to attendees as they move throughout the building. Various locations are available on the second and third levels as attendees move to and from the Breakouts and through the main lobby

\$6,500 for 2 ★ **\$8,000 for 4** ★ **\$15,000 for 8**

Sponsorship available: 8 Total clings

Upper Concourse Railing Clings (3' x 4')

Located on the second level overlooking the main lobby, this signage opportunity will attract the eyes of thousands of attendees as they enter and exit the building or make their way to the Trade Show, General Sessions or Breakouts. Secure space on the glass below the railing in this high-traffic area.

\$2,500 for 1 ★ Sponsorship available: Multiple

\$4,500 for 3 ★ Sponsorship available: Multiple

Table Tents

Your company's information will be placed on the soft seating throughout the public areas of the building.

5 for \$250 ★ **10 for \$450**

Sponsorships available: 20 total tents





Achievement Award and Excellence in Ag Competitor Learning Session

National competitors will come together to network and learn on Saturday during Convention. The learning session will have specific insights for the Achievement Award competitors and the Excellence in Ag Competitors will join for the afternoon portion of the program. This learning session will elevate the overall experience for members and assist competitors be the best Farm Bureau members they can be.

\$5,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at this Learning Session
- ❖ Invitation to the Friday evening competitor networking reception and Learning Session
- ❖ Opportunity to bring greetings at the Learning Session
- ❖ Opportunity to provide educational/informational materials and/or swag to attendees

Women in Ag Meet-and-Greet

Support the growth and development of women in agriculture by sponsoring the Saturday, January 25th morning Women's Leadership Program with more than 400 women farmers, ranchers and agriculture advocates.

\$10,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at Meet-and-Greet
- ❖ Invitation to Women in Ag Meet-and-Greet and Annual Meeting of Farm Bureau Women
- ❖ Opportunity to bring greetings at the Annual Meeting of Farm Bureau Women
- ❖ Opportunity to provide educational/informational materials and/or swag to attendees

Communicate, Collaborate and Influence Program

Held on Saturday, January 25th, this action-oriented program focuses on consumer engagement training sessions and interactive workshops to better equip volunteers with the knowledge and skills to share the significance of agriculture with non-farmers.

\$5,000 ★ Sponsorships available: 2

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at CCI Program
- ❖ Opportunity to attend and bring greetings at the CCI Program
- ❖ Opportunity to provide educational/informational materials and/or swag to attendees

Youth Leadership Program

4-H, FFA, AFA, and Jr. MANRRS members join together on Sunday, January 26th for a full day of leadership development training and networking with farmers and ranchers from across the country. Help support the next generation of agriculture leaders.

\$5,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at all three attendee sessions (Kickoff, Lunch and Wrap-up)
- ❖ Opportunity to bring greetings at the Kickoff session
- ❖ Opportunity to attend the Lunch and Wrap-up sessions
- ❖ Opportunity to provide educational/informational materials and/or swag to youth attendees

Leadership Luncheon

The AFBF Leadership Luncheon, held on Sunday, January 26th, engages outstanding Farm Bureau leaders from across the country with more than 800 attendees. Your sponsorship supports the growth and recognition of Farm Bureau members who lead county Farm Bureaus as well as grassroots programs and initiatives, advancing the meaningful work of Farm Bureau in communities throughout the United States.

\$15,000 ★ Sponsorships available: Multiple

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment at Leadership Luncheon
- ❖ Two (2) invitations to luncheon with VIP seating (sponsor will be recognized and asked to stand)
- ❖ Opportunity to provide educational/informational materials and/or swag to attendees

Media Reception

The Media Reception, held on Sunday, January 26th, provides exclusive access to 50 members of top-tier news media and dozens of state Farm Bureau staff reporters covering the 2025 American Farm Bureau Convention. This annual event draws national and industry media outlets covering agriculture. Support media who report on agricultural issues of interest to farmers and ranchers by sponsoring this afternoon/early evening media reception.

\$15,000 ★ Sponsorships available: 1

Recognition:

- ❖ Sponsor logo acknowledgment in media workroom
- ❖ Sponsor logo acknowledgment at reception
- ❖ Four (4) invitations to media reception
- ❖ Opportunity to provide Sponsor branded signage in media workroom
- ❖ Opportunity to provide educational/informational materials and/or swag to attendees
- ❖ Opportunity to deliver brief greetings at reception
- ❖ AFBF will invite media contacts to cover convention and attend "Media Reception Sponsored by X Sponsor."
- ❖ Pre-convention and on-site email blasts to media registered for convention will include reminders to attend "Media Reception Sponsored by X Sponsor."
- ❖ A message from the sponsor may be directly distributed by AFBF via email to media contacts registered to attend convention. *Sponsor and AFBF will mutually agree on the language and distribution date/time for the message.*



County Activities of Excellence

The AFBF County Activities of Excellence (CAE) Awards provide recognition of successful county programs and activities at the national level. Every year, up to 24 county Farm Bureau activities from across the nation are selected to display in the Trade Show at the American Farm Bureau Convention. During this time, winners share their award-winning programming with attendees so they can take these ideas back to their own communities.

\$10,000 ★ Sponsorships available: Multiple

Recognition:

- ❖ Sponsor acknowledgment during General Sessions
- ❖ Sponsor logo acknowledgment in CAE informational video on AFBF website
- ❖ Opportunity to engage with CAE winners and AFBF leadership on the trade show floor
- ❖ Sponsor logo acknowledgment on signage throughout the CAE section of the trade show

Celebration of Grassroots Reception Sponsorship

The Celebration of Grassroots Reception kicks off the opening of the trade show Saturday, January 25th at the 2025 AFBF Convention with more than 5,000 attendees. Support AFBF in recognizing the hard work and accomplishments of Farm Bureau's grassroots members and kickstart your networking with event attendees. AFBF works to place food and/or beverage stations near the sponsor booth.

\$15,000 ★ Sponsorships available: Multiple

Recognition:

- ❖ Sponsor logo acknowledgment on mobile app
- ❖ Sponsor logo acknowledgment in printed program
- ❖ Sponsor logo acknowledgment on Reception signage

Exhibitor Booth Space Only

\$1,000; \$500 non-profit

Includes:

- ❖ 10' x 10' booth space
- ❖ Pipe and drape 8' back wall and 3' side rails
- ❖ Two (2) complimentary exhibitor registrations per 10' x 10' space

Recognition:

- ❖ Company booth location posted on trade show map in mobile app
- ❖ Company booth location listed in trade show map in printed program
- ❖ Company booth number posted on trade show map on AFBF Convention event website

**Must be exhibiting in the Trade Show to purchase add-on opportunities*



	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+
Flapjack Fundraiser tickets	20**	10**	6	4	2
Acknowledgment in AFBFA Annual Report	★	★	★	★	★
Sponsor logo acknowledgment on AFBF Convention app and event digital signage	★	★	★	★	
General sponsorship acknowledgment based on total AFBFA and AFBF contribution	★	★	★	★	
Sponsor logo acknowledgment on tabletop signage	★	★	★		
Sponsor acknowledgment on AFBFA social media	★				

**\$2,500+ AFBFA Sponsors will be recognized for their overall contribution level within AFBF and AFBFA grids. Under \$2,500 AFBFA sponsors will only receive AFBFA acknowledgment. **Reserved seating available upon request*

AFBFA Flapjack Fundraiser Sponsorship

Don't miss the most attended event outside of the General Sessions! The American Farm Bureau Foundation for Agriculture's (AFBFA) Flapjack Fundraiser, held on Sunday, January 26th, brings together nearly 1,500 attendees to enjoy a flapjack breakfast while learning about the American Farm Bureau Foundation for Agriculture's newest resources, projects and educational programs. The coveted "Book of the Year" will be revealed at breakfast and Foundation award winners will be acknowledged. .

\$1,000+ ★ Sponsorships available: Numerous

Recognition:

- ❖ See corresponding sponsorship tier in the AFBFA grid

AFBFA Flapjack Fundraiser Tickets

Purchase individual tickets for the Sunday, January 26th pancake breakfast.

- ❖ \$100/ticket
- ❖ \$900/table (8 seats per table)

Book of the Year Award Sponsorship

By supporting the Foundation's Book of the Year, your sponsorship will provide each Flapjack Fundraiser attendee with a copy of the coveted Book of the Year.

\$25,000 ★ Sponsorships available: 1

Recognition:

- ❖ Opportunity to bring 2-minute greetings at Flapjack Fundraiser
- ❖ Sponsor logo acknowledgment inside gifted book covers

Book of the Year Classroom Resource Bundles

Supply teachers with one copy of the 2025 Book of the Year, one educator guide and one pack of ag magazines, plus free shipping.

\$15,000 ★ Sponsorships available: 1 (430 bundles*)

Recognition:

- ❖ Opportunity to provide giveaway item in each ordered kit
- ❖ See corresponding sponsorship tier in the AFBFA grid

**Bundle quantity estimated based on projected cost for book from Publisher – this amount may be adjusted when actual pricing is received.*



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE



Become a Sponsor today!

CONTACT:

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American Farm Bureau® Convention

January 24–29, 2025

Henry B. González Convention Center

900 E Market St,
San Antonio, TX 78205

Trade Show Dates:

January 25 • 12:00 p.m. - 5:30 p.m. | January 26 • 11:30 a.m. - 3:30 p.m. | January 27 • 8:00 a.m. - 11:00 a.m.



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