



A MISSION THAT MATTERS FOR OUR FUTURE LEADERS

CONVENTION PARTNERS PROGRAM
89TH TEXAS FFA CONVENTION
JULY 10-14, 2017
CORPUS CHRISTI, TEXAS

WWW.MYTEXASFFA.ORG/FOUNDATION



You're Not Just Supporting an Event ... You're Supporting *A Mission that Matters*

Friends of the Texas FFA,

“Thank You” for supporting our annual Texas FFA Convention. More than 2,500 students from across the state of Texas will be recognized on stage for a job well done. In total, an estimated 12,000 members and guests will join friends and family to congratulate FFA members for a job well done. Your support provides the “fuel” to help make dreams come true - even beyond the events and activities of the annual convention.



Sponsors of the annual Texas FFA Convention are not only supporting the activities of the largest youth led convention in Texas, but you're also supporting the greater mission of preserving the strength and future of agricultural science education and the Texas FFA program. Your sponsorship support will be recognized during the week of convention, and it will be recognized year round through convention related promotions. Maybe most inspiring, you can be proud to know your support is empowering a generation to excel and become the dynamic influencers of tomorrow.

Again, “thank you” for supporting *A Mission that Matters*. Your investment is making Texas a better place to live, work and raise our families. The research is in and the evidence is clear - Texas agricultural science education and the FFA are empowering our students to excel in their academic and career goals ... for this ALL Texans can be proud.

We look forward to seeing you in “The Sparkling City by the Sea.” Here's to a great 89th Annual Texas FFA Convention and here's to you ... Thank You!

Sincerely,

A stylized, handwritten signature in blue ink, appearing to read 'Ken Johnson'.

Ken Johnson
Chairman
Board of Directors
Texas FFA Foundation

Scholarship Recognition



More than \$2 million dollars in academic and award scholarships will be awarded. More than 2,500 students will be recognized on stage for a job well done.

Exhibit & Career Expo



Businesses, organizations and universities have a unique opportunity to interact with the approximately 12,000 members and guests with more than 100 exhibitors sharing their goods and services.

Leadership Development



Student leadership is on display throughout the convention. Students have the chance to attend leadership workshops and serve as Ambassadors to the convention.

Texas FFA Convention

Fact Sheet

Convention Facts

- Record attendance. Convention attendance broke the all-time attendance record with more than 12,400 members and guests at the Fort Worth Convention Center!
- Guest attendance is comprised of family members, school administrators, VIPs, board members and business representatives.
- The Texas FFA Convention now ranks among the Top 5 Association conventions in the state of Texas.
- Attendance for the last three years has averaged more than 11,200!
- The FFA convention has an annual economic impact estimated at **\$6.5 million** to the host city!
- This warrants sizeable media attention and exposure for participating sponsors.
- Nearly 2,500 students are recognized on-stage at convention.
- The Texas FFA Convention is the largest state FFA convention in the nation.
- The Texas FFA Convention is the largest youth led convention in Texas.
- More than \$2 million in scholarships are awarded annually.



Texas FFA Marketplace - An Amazing Impact!

- 2016-17 membership established a new record with more than 119,000 members in Texas high schools.
- Texas FFA membership accounts for approximately 18% of the national membership total.
- 1 in every 6 FFA members in the United States now resides in Texas.
- There are more than 1,100 active Texas FFA chapters.
- Approximately 170,000 high school students are enrolled in agricultural science and technology courses.
- Texas FFA is a culturally diverse organization with equal opportunities for all Texas high school students.
- More than one-third of Texas FFA members are female.
- Approximately 26% of students enrolled in agricultural science courses are minority students. *(latest numbers reported by the Texas Education Agency)*
- There are approximately 2,000 agricultural science teachers in Texas.

FFA Promotional Exposure

Texas FFA News
(online magazine/news)

VATAT News
(newsletter/11 issues annually)

Convention Review
(online convention recap)

MYTEXASFFA App
(Social Media and Digital Connection to Members, Teachers, Parents and Stakeholders)

Texas FFA Convention
(Approximately 12,000 members and guests annually)

Disclaimer:

Sponsorship recognitions by the Texas FFA Foundation do not constitute an endorsement of the Foundation of the products or services of the sponsoring company, organization or individual.

Funds received through the Texas FFA Foundation will be used to support the Texas FFA and agricultural science education. Any funds raised in excess of budgeted costs associated with special projects, convention or conference will be used to preserve the strength and future of the Texas FFA.

Our Sponsors Say it Best!



Farm Credit is a multi-billion dollar lender to the agricultural industry and rural America with more than 50,000 borrowers in a five-state territory.

Stan Ray, a former Texas FFA Officer, attributes much of his professional career to the positive life skills and leadership traits learned through the Texas FFA program. *“The program has really changed from the 80’s,”* he says.

“Students today are engaged in innovative agricultural science programs that develop critical thinking skills and a working knowledge of the free enterprise system in a global economy.”



“The partnership with the Texas FFA Foundation has set a new standard for sponsorships in our office,” Stan reflects. *“The Texas FFA Foundation has worked diligently to craft real value for our participation. Not just in terms of a sign or two, but year round recognition - “co-branding” the good name of Farm Credit with the Texas FFA.”*

Stan Ray, Chief Administrative Officer



“The FFA helps develop young people into responsible leaders in their schools and in their community. As a sponsor, the state convention gives you a chance to showcase your product to this younger demographic as well as their parents, teachers and fellow sponsors. It reinforces their brand loyalty for your product as a FFA-sponsored company.

The convention is an opportunity to ask for feedback on new products and programs through an online query. Being onsite also provides the direct benefit of seeing your investment in action by watching these kids reach a goal they’ve strived for all year long. We couldn’t be more pleased with our association with the Texas FFA and we look forward to many more years of continued involvement.”

Justin Brands
A Berkshire Hathaway Company

Texas FFA Convention

Sponsorship Opportunities

The following outlines our 2016 sponsorship opportunities. Participating sponsors will receive the full range of benefits outlined for their level of participation. Texas FFA Convention sponsorships will be recognized during the State FFA Convention and promoted through convention promotions year round.

Hit Your Target - Benefits

- One Commercial Exhibit Space in the Exhibitor/Career Show*
- Logo on the Texas FFA Foundation Convention Partners web page
- Logo and promotion on Texas Team Ag Ed social media outlets (Facebook, Twitter)
- Logo and recognition in Convention Program
- Recognition in the *Convention Review* - online publication following convention
- Recognition in the *Texas FFA News* online
- Logo in the Exhibitor/Career Show Program
- ¼ page ad in the Agricultural Science Teachers Association Newsletter (2000+ circulation)
- Invitations to the Texas FFA Foundation's Annual VIP Breakfast
- Recognition at the Texas FFA Foundation Annual VIP Breakfast
- Logo in the Convention Sponsor Credit Roll on the Big Screen
- Signage
- Special appreciation gift

Gold Partner (\$10,000)
 Silver Partner (\$5,000)
 Bronze Partner (\$3,000)
 Convention Partner (\$1,500)
 Supporter (\$100 - \$1,499)

	Gold Partner (\$10,000)	Silver Partner (\$5,000)	Bronze Partner (\$3,000)	Convention Partner (\$1,500)	Supporter (\$100 - \$1,499)
• One Commercial Exhibit Space in the Exhibitor/Career Show*	X	X	X*	X*	X*
• Logo on the Texas FFA Foundation Convention Partners web page	X	X	X*	X*	X*
• Logo and promotion on Texas Team Ag Ed social media outlets (Facebook, Twitter)	X	X	X*	X*	X*
• Logo and recognition in Convention Program	X	X	X*	X*	X*
• Recognition in the <i>Convention Review</i> - online publication following convention	X	X	X	X	X
• Recognition in the <i>Texas FFA News</i> online	X	X	X	X	X
• Logo in the Exhibitor/Career Show Program	X	X	X*	X*	X*
• ¼ page ad in the Agricultural Science Teachers Association Newsletter (2000+ circulation)	X ²	X ¹	X ¹	X*	
• Invitations to the Texas FFA Foundation's Annual VIP Breakfast	X ⁶	X ⁴	X ²	X ²	X ¹
• Recognition at the Texas FFA Foundation Annual VIP Breakfast	X	X	X	X	X
• Logo in the Convention Sponsor Credit Roll on the Big Screen	X	X	X*	X*	X*
• Signage	X ³				
• Special appreciation gift	X				

* Recognition without logo.

Sponsorship Opportunities for Gold Sponsors

AgriScience Fair



- Signage at the AgriScience Fair
- Opportunity to assist in providing event judges

Texas FFA Chorus -

- Texas FFA Chorus sponsor recognition
- Announcements during the Convention
- Chorus T-Shirts

Exhibit/Career Expo



- Exhibit/Career Show sponsor recognition
- Announcement during the Convention
- Signage at Exhibit/Career Expo

Texas FFA Speaking Event Championships

- Speaking Event Championships sponsor recognition
- Signage at the Event
- Opportunity to assist in providing speaking contest judges
- Announcement during the Convention

Musical Entertainment Feature



- Sponsor recognition
- Recognized during the introduction
- Meet and Greet with the Entertainer

Foundation Ambassadors



- Recognized during Ambassador introductions on stage
- Ambassador t-shirts

Texas FFA Courtesy Corps

- Sponsor recognition
- Recognized during Courtesy Corps introductions on stage

VIP Breakfast



- Sponsored by La Quinta
- Recognition on printed VIP materials

**Exhibit Space contingent upon availability. Equitable recognition given in lieu of no available space.*

MYTEXASFFA.ORG

Past State Officer (PSO) - Challenge

The PSO Challenge is a way for former Texas FFA Officers to rise to “pay it forward” during the annual convention. PSOs are encouraged to participate as individuals or through their respective companies, organization or through their family. PSO groups are recognized on stage at convention and identified during the Foundation’s annual VIP Breakfast. \$100 per PSO or \$1,000 per team is the level needed to meet “the challenge.”

Guidelines and Contingencies

The Texas FFA Foundation Sponsorship Programs are designed to encourage optimum promotion for your support. To assist in helping us reach the promotional strategies of the program, a short list of guidelines have been developed to help understand the suspense dates necessary for a successful program. To ensure the highest levels of service, trust and integrity, participants are asked to honor the suspense dates for the greatest program rapport.

- The program will run annually from convention to convention. Sponsors are encouraged to sign up, and/or make their commitment as soon as possible - in some cases before the next convention.
- Once a letter of commitment has been signed and agreed upon, the level of partnership participation may be paid in full or half down with the balance paid by June 20. All sponsorship payments should be made to the Texas FFA Foundation and denoted for Convention Sponsorship.
- All rules, guidelines and requirements of usage of the FFA logo, marks and emblem are at the direction of the Texas FFA Association and National FFA Organization.

The Texas FFA Foundation is a nonprofit 501(c)3 organization and contributions are tax deductible.



Texas FFA Foundation

2017 Convention Partners Program

Commitment Form

Once processed, you will receive a letter of agreement and confirmation of your participation in the Texas FFA Foundation Convention Partners Program. Updates will be sent to you in regards to suspense dates to ensure the rapport of this partnership. If you ever have any questions, please do not hesitate to call or write our office.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone No: _____ Phone No 2: _____

E-mail: _____

Please select the sponsorship opportunity(s) you would like to commit to:

Texas FFA Convention

Gold Partner \$10,000

Please check your designated sponsorship

_____ Texas FFA Chorus

_____ AgriScience Fair

_____ Exhibit / Career Show

_____ Texas FFA Speaking Event Championships

_____ Entertainment Feature

_____ Foundation Ambassadors

_____ Texas FFA Courtesy Corps

_____ VIP Breakfast (La Quinta)

Silver Partner \$5,000

Bronze Partner \$3,000

Convention Partner \$1,500

Supporter \$100 - \$1,499

PSO Challenge \$100

**Thank you
for your support.**

Return commitment form to:

Texas FFA Foundation
614 East 12th Street
Austin, Texas 78701
(512) 480-8047

Fax: (512) 472-0555

Email: joanne@texasffaoundation.org

Make Your Gift Online

Credit Card Payments

Secure credit card payments can be made online by visiting the Texas FFA Foundation website at www.texasffaoundation.org. Click on the "Convention Sponsor" button. Or sponsors can process their gift directly at:

<http://weblink.donorperfect.com/2017convention>

Safe & Secure

*The true meaning of life
is to plant trees
under whose shade
you do not expect to sit.*

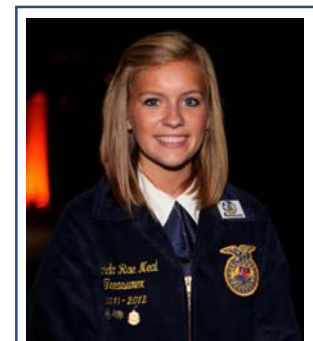
Nelson Henderson once said “*The true meaning of life is to plant trees under whose shade you do not expect to sit.*” I use this quote on a daily basis to help make a difference in the lives of others and to promote the most important thing I learned during my week at convention; being a servant leader, will make you a premier leader.

As an Ambassador we learned not everybody knows what we as FFA members know. Not all people realize that the FFA is more than just showing an animal or memorizing opening ceremonies. Our job to share with the sponsors the FFA’s main focus is premier leadership, personal growth, and career success through agriculture education in the class room, a supervised agricultural experience and the FFA program. No matter what career you planned to enter (ag. related or not) the FFA would help you achieve because every competition we engage helps grow useful skills.

When I returned to school from convention, I was super ready to make a difference. One thing that was made evident as I began my term as chapter president was how many younger kids lacked an understanding of what FFA was. Our chapter officer team decided to start a Jr. FFA chapter to get the kids more involved in agriculture and hopefully ensure more members for the future of the Saltillo FFA chapter. But more than anything, I wanted to teach them about servant leadership, because everything we do revolves around it.

This spring our chapter is going to host a Hopkins County wide “drive in movie” for the local FFA chapters. We are charging for admission and all the proceeds are going to the local food pantry in Hopkins County. We are also starting our own “Blue Jackets, Bright Futures” scholarship for two deserving senior FFA members attending Saltillo high school who have shown to be outstanding individuals with servant leadership qualities.

I honestly believe that without the skills I learned at convention, the impact my officer team had this year would not have been as great as it was. My FFA and Ambassador experiences have helped me confirm my career decision in agricultural education and agricultural communications.



Chanda Rae Neal
Foundation Ambassador

Thank You...

Return commitment form to:

Texas FFA Foundation
614 East 12th Street
Austin, Texas 78701
(512) 480-8047
Fax: (512) 472-0555

Email: joanne@texasffaoundation.org

We're Helping to Make Dreams Come True ...



MISSION

The Texas FFA Foundation seeks to strengthen agricultural education and the Texas FFA Program, so each student can develop their potential for personal growth, career success and leadership in a global marketplace.

VISION

Through a coordinated effort by the Texas FFA Foundation to engage the Texas FFA Association, Vocational Agricultural Teachers Association of Texas (VATAT), Texas FFA Alumni Association, Collegiate FFA Association of Texas, and Texas Young Farmers Association in cooperation with business, industry, agricultural colleges/universities, and governmental leadership, the Texas FFA Foundation will work to advance agricultural education and the Texas FFA Program.

Building on the proven success of Texas agricultural education and the Texas FFA Program, our mission will be distinguished by the continued development, funding, and implementation of cutting edge learning opportunities focusing on: academic achievement, critical thinking, leadership and communication skills, technical and practical skills, teamwork, and a strong work ethic.

Progressively, the Texas FFA Foundation will work with affiliate organizations to more clearly define the public's understanding of the personal and economic value of agricultural education and the Texas FFA Program.

The Texas FFA Foundation understands the vital role of agricultural science teachers. We will promote our teachers as a valuable resource dedicated to teaching and service to the profession and their communities. As a necessary step in enhancing the range and depth of our teacher's capabilities, the Texas FFA Foundation will work to develop effective programs and alliances with corporate sponsors, private foundations, community, education professionals and governmental leaders to maximize learning opportunities for Texas teachers, students and communities.

To ensure a dynamic future for Texas agricultural education and the Texas FFA Program, the Texas FFA Foundation will seek financial resources sufficient to sustain these programs in perpetuity.



Texas FFA Foundation ★ 614 East 12th Street ★ Austin, Texas 78701
www.texasffaoundation.org