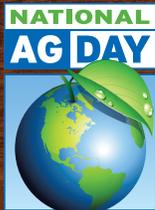




[agday.org](http://agday.org)

**SPONSORSHIP OPPORTUNITIES**



2020

# **FOOD** Brings Everyone to the Table

**March 24, 2020**

# Ag Day 2020

***American agriculture is  
our country's foundation.***

**Food brings everybody to the table.**

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.

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



# 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, hundreds of students participated. These contests include:

- ★ Ag Day Essay Contest
- ★ 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, AFA, 4-H and MANRRS travel to D.C. to meet with congressional representatives and deliver the message of Ag Day.

**Ag Day Declaration Event** — 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.

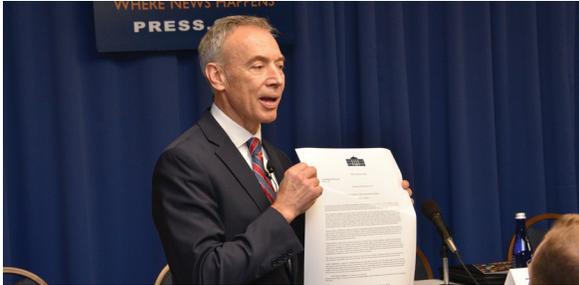
**Additional Events** — Several agriculturally-focused organizations hold events in the nation's capital in conjunction with Ag Day.



*Approximately 100 students met in Washington, D.C., at the 4-H Center for message training followed by a morning of Hill visits. These students, representing FFA, AFA, 4-H and MANNRS, carried the message of Ag Day to the Hill.*



*United States Deputy Secretary of Agriculture Stephen Censky kicked off the afternoon with remarks detailing USDA's launch of their new Youth and Agriculture website.*



*The Press Club event continued with a panel moderated by Deputy Secretary Censky, which featured student panelists from college and high school.*





*The Celebration of American Agriculture Reception at the Capitol Visitor Center kicked off Ag Day events. This reception was attended by approximately 200 congressional staff members and industry representatives.*



## INSPIRING A NEW GENERATION OF AG CHAMPIONS

Isabella Chism, Farm Bureau, presented Grace Brose, Box Elder, South Dakota, her \$1,000 prize as the winner of the 2019 National Ag Day Essay Contest.

*“Now is the time for my generation to step up and step in because agriculture is more critical than ever.”*



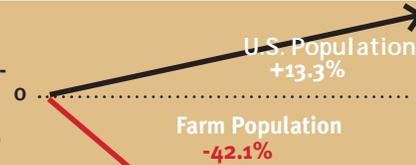
*Grace Brose,  
2019 National  
Ag Day Essay  
Contest Winner*



*Jacob Kandell from Mason, Ohio, was honored as the 2019 National Essay Winner. His video focuses on how the United States leads the way in agriculture.*

## AG DAY DRAWS NATIONAL ATTENTION

**F**or nearly 50 years, the Agriculture Council of America has promoted National Agriculture Day to celebrate the hard work and wholesome contributions of our country's farms and farm families. This takes on increasing importance as the proportion of people with first-hand agricultural experience continues to decline.



### A GROUNDSWELL OF SUPPORT



**3,700+**

news articles appeared in publications across the nation.

**NEARLY 3 million**

Estimated readership of print outlets highlighting National Ag Day



### TOP MARKET COVERAGE

**7.3+ million**

Value of print placement coverage

**1,668**

Number of news placements from the top 50 markets.

**45%** of media placements were in the top 50 markets.

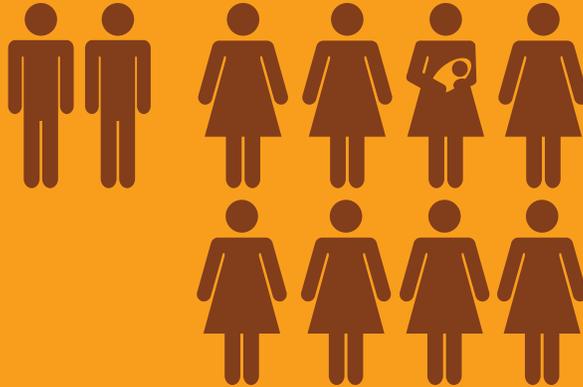
Nearly **2/3** in the top 100.

 Coverage included all fifty states.



## Among a Flourishing Grassroots Community

Facebook impressions surge in the months leading up to Ag Day. 70% of reach is key purchaser demographic: women ages 25-54.



**As a leader in the industry,** you can take an active role in shaping the public's perception of agriculture by being a part of Ag Day. Ag Day sponsors are involved in helping shape the event from the earliest planning stages each year.

To secure your position, visit [agday.org](http://agday.org) or call (913) 491-1895.

Twitter impressions also surge in the months leading up to Ag Day. In March, the Ag Day profile receives nearly as many visits as in all other months combined.



## AG DAY SPONSORSHIP LEVELS AND BENEFITS

| level                          | benefits   | company contribution               | association contribution           |
|--------------------------------|--|------------------------------------|------------------------------------|
| <b>Ag Day Contributor</b>      | <ul style="list-style-type: none"> <li>Company logo and name featured in a special sponsors' recognition ad in the April 2020 issue of <i>Agri Marketing</i> magazine</li> <li>Company logo featured on Ag Day website</li> <li>Use of the official Ag Day logo in your publications, advertising and communications</li> </ul>  | <b>Under \$5,000</b>               | <b>Under \$2,500</b>               |
| <b>Ag Day Supporter</b>        | <p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> <li>Prominent signage and other materials with your logo at events held in Washington, D.C.</li> <li>Company logo featured on Ag Day printed materials</li> </ul>   | <b>\$5,000</b><br>Cash or in-kind  | <b>\$2,500</b><br>Cash or in-kind  |
| <b>Ag Day Champion</b>         | <p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> <li>Special tailored press kit to promote your Ag Day sponsorship</li> <li>Complimentary quarter-page ad in the Ag Day Declaration Event program guide</li> <li>Mention of your organization in press releases, media materials and social media</li> <li><b>Commodity groups at this level would have a featured food item at the Taste of Ag Event</b></li> </ul>   | <b>\$10,000</b><br>Cash or in-kind | <b>\$5,000</b><br>Cash or in-kind  |
| <b>Ag Day Partner</b>          | <p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> <li>Complimentary half-page ad in the Ag Day Declaration Event program guide</li> <li>Partnership in planning National Ag Day Events</li> <li>Opportunity to be a guest blogger on the Ag Day website</li> <li><b>Commodity groups at this level could select their featured food item for the Taste of Ag Event and would receive prominent placement</b></li> </ul> | <b>\$20,000</b><br>Cash or in-kind | <b>\$10,000</b><br>Cash or in-kind |
| <b>Ag Day Platinum Partner</b> | <p><i>All of the above, plus:</i></p> <ul style="list-style-type: none"> <li>A chance to introduce a speaker during one of the Ag Day activities in Washington, D.C.</li> <li>Complimentary full-page ad space in the Ag Day Declaration Event program guide</li> <li><b>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</b></li> </ul>              | <b>\$30,000+</b><br>Cash only      | <b>\$20,000</b><br>Cash only       |



# THANK YOU to Our 2019 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 2019 sponsors for their support.

## Ag Day PARTNERS



## Ag Day CHAMPIONS



## Ag Day SUPPORTERS



## Ag Day CONTRIBUTORS

Dri Lake Farm Inc.  
Franks Sunrise Farms, Inc.

Independent Professional Seed Association  
Tyson Fresh Meats