



2024 Sponsorship Opportunities



YF&R State Conference and Annual Meeting

Monterey, CA | December 7–10, 2024

YF&R SPONSORSHIP OPPORTUNITIES

The Young Farmers & Ranchers Committee is a program of young professionals interested in agriculture between the ages of 18 and 35 involved in production, banking, business, and many other areas of the agriculture industry. YF&R provides opportunities to develop leadership skills through involvement in Farm Bureau at the county, state, and national levels. Our members are a vital part of the California Farm Bureau organization, and each member's efforts help to effectively represent the diversity of farmers and ranchers across the state.

YF&R will be hosting our annual two-day leadership conference, the California Young Farmers & Rancher State Conference, in Monterey, CA from December 7-8th. This event is attended by YF&R members from across the state as well as neighboring states to provide the opportunity to network with other young professionals, gain insight and ideas for building a better local YF&R program, and receive updates on key issues and topics affecting the agriculture industry for young agriculturalists in California.

We invite you to be part of our mission to support the growth and development of Young Farmers & Ranchers across California.

SEC. # / SECTION NAME	AMOUNT	PG #
1. Awards Banquet and Celebration Sponsor	\$10,000	22
2. Platinum Level.....	\$7,500	23
3. Gold Level.....	\$5,000	23
4. YF&R General Session with Keynote Speaker	\$5,000	24
5. YF&R State Conference Education Session Sponsor	\$2,000	24
6. YF&R State Conference Celebration	\$1,500	25
7. Member Reception with YF&R.....	\$1,500	25

ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

A Farm Bureau annual tradition for over 100 years. Annual Meeting is California Farm Bureau's signature event that gathers county leaders, Farm Bureau staff including Executive Leadership, members and agricultural alliances for three days of networking, breakout sessions, industry updates and more. Attendance includes representation from all county farm bureaus in California. In addition, members attend workshops and participate in educational sessions and auctions!

The theme for the 106th Annual Meeting will be Stronger Together. Join us in Monterey, CA to support California's diverse farming and ranching legacy.

SEC. # / SECTION NAME	AMOUNT	PG #
8. Sponsorship Levels: Title–Bronze	\$45,000–\$2,000	26–30
9. General Session Keynote Speaker	\$7,500	31
10. California Farm Bureau Awards of Excellence Sponsorship	\$6,000	32
11. California Farm Bureau Farm Dog of the Year	\$5,000	33
12. Leadership Farm Bureau Graduation Sponsor.....	\$5,000	34
13. Pesticide Continuing Education Sessions	\$2,500	35
14. Water Issues Workshop	\$2,500	36
15. County Presidents Caucus	\$2,000	36
16. Leadership Farm Bureau Alumni Mixer.....	\$2,000	37
17. Reception Sponsorships	\$2,000–\$1,500	38–39
18. Meal Functions.....	\$2,000–\$1,500	40
19. Additional Sponsorship Opportunities	\$4,500–\$500	41
20. FarmPAC Golf Tournament Sponsorships.....	\$10,000–\$275	42
21. Sponsorship Add-ons.....	\$2,500–\$750	43–44

Awards Banquet and Celebration Sponsor**SOLD** \$10,000

Be a part of recognizing the hard work of the Farm Bureau's young farmers and ranchers by sponsoring the annual Awards Banquet and Celebration. The Committee of the Year and Star YF&R Member award are announced along with presenting the Hometown Hero Award to a Farm Bureau member. The evening ends with entertainment as members reflect on the year and get rejuvenated for the upcoming year. Exclusive opportunity for one (1) company, first come first served. Includes first right of refusal.

Print

- Logo recognition in printed conference program
- Recognition in Ag Alert® newspaper article
- Recognition in press release

Digital

- Logo on conference registration website
- Logo on CA YF&R website
- Logo recognition on conference mobile app
- Sponsorship recognition in minimum of four (4) social media posts across CAFB social media platforms

On-Site

- Recognition in the script during the banquet
- Recognition in the PowerPoint during the banquet
- Premium placement of company banner in general session room (Sponsor to provide banner)
- Opportunity for marketing materials to be placed on the table during the meal function
- Two (2) complimentary conference packages
- 5-minute speaking slot during one of the banquets

Conference Package Includes

- Conference registration and up to two (2) tickets to Welcome Reception, Ag Tours, Meals, Opening Session, General Session including breakout sessions



Awards and Contests

Show your support of young farmers and ranchers who are going above and beyond to make a positive impact on the agriculture industry and in their communities. Your sponsorship will be featured throughout the year as the Platinum or Gold Level sponsor of the Excellence in Agriculture Award, Achievement Award and the Discussion Meet Contest, all culminating in the presentation of awards and contest winners at the CAFB Annual Meeting in Monterey, CA December 7–10, 2024

Platinum Level

\$7,500

Print

- Platinum Level sponsorship logo inside printed Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Company logo on CAFB Annual Meeting registration website
- Company logo on CA YF&R website

(Digital cont.)

- Logo recognition on CAFB Annual Meeting mobile app
- Sponsorship recognition in minimum of four (4) social media posts across CAFB social media platforms

On-Site

- Recognition during the YF&R awards presentation at CAFB Annual Meeting
- Recognition during the awards

Gold Level

\$5,000

Print

- Logo inside printed CAFB Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Company logo on YF&R conference registration website
- Logo recognition on CAFB Annual Meeting mobile app

(Digital cont.)

- Company logo on CA YF&R website
- Sponsorship recognition in minimum of two (2) social media posts across CAFB social media platforms

On-Site

- Logo recognition in signage on-site
- Recognition during YF&R award presentation at CAFB Annual Meeting

AWARD TOTALS

Achievement Award		Excellence in Agriculture		Discussion Meet		College Discussion Meet	
Winner:.....\$3500		Winner:.....\$3500		1st Place:.....\$5000		1st Place:.....\$1250	
Runner Ups:\$500/ech		Runner Ups:\$500		2nd Place:\$1000		2nd Place:\$1000	
				2 Finalists:\$500		2 Finalists:\$500	
						Collegiate Team:\$250	
Total:	\$5000	Total:	\$5000	Total:	\$8000	Total:	\$3250

YF&R General Session with Keynote Speaker

\$5,000

Print

- Logo recognition in printed conference program
- Recognition in Ag Alert newspaper article
- Recognition in Press Release

Digital

- Logo on conference registration website
- Logo on CA YF&R website
- Logo recognition on conference mobile app
- Sponsorship recognition in minimum of two (2) social media posts across CAFB social media platforms

On-Site

- Logo on YF&R Conference and General Session Signage
- Display company banner for duration of YF&R Conference (sponsor to provide banner)
- Opportunity for marketing materials to be placed on seats of General Session attendees
- Two (2) complimentary conference packages
- Display table in registration area
- Company recognition during General Session

Conference Package Includes

- Conference registration and up to two (2) and tickets to General Session and Awards Banquet

YF&R State Conference Education Session Sponsor

\$2,000

Six (6) sponsorships available.

Attendees of the conference will have the opportunity to participate in educational workshops presented by industry professionals on various topics. Show your support for professional development of future agriculture leaders by sponsoring these sessions. Sponsors will be encouraged to submit a proposal to present a workshop.

Print

- Logo on YF&R Conference signage
- Logo recognition in printed conference program

Digital

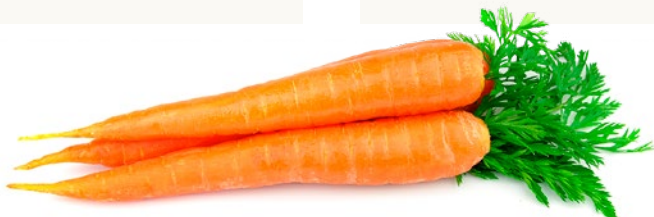
- Logo on CA YF&R webpage
- Logo recognition on conference mobile app
- Sponsorship recognition in minimum of two (2) social media posts across CAFB social media platforms

On-Site

- Opportunity for marketing materials to be placed on the table during a meal function
- Two (2) complimentary conference packages
- Display table in registration area

Conference Package Includes

- Conference registration fees for up to two (2) attendees



YF&R State Conference Celebration

\$1,500

Opportunity for two (2) companies, first come first served.
Includes first right of refusal.

YF&R State Conference attendees will reunite and relax during this bonfire the night before the conference begins. Ensure your company is part of the action with this sponsorship.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the YF&R State Conference Reception sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at YF&R State Conference Reception
- Opportunity for literature distribution in attendee & VIP gift bags

Member Reception with YF&R

\$1,500

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the YF&R State Conference Reception sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at Member Reception
- Opportunity for literature distribution in attendee & VIP gift bags



Title Level Sponsorship

SOLD \$45,000

Exclusive opportunity for one (1) company, first come first served.

Includes first right of refusal.

Show your support for California Farm Bureau at the highest level with a Title Level Sponsorship. Highlight your commitment to partnering with California aFarm Bureau and supporting our mission.

Print

- Title level sponsorship logo on inside cover and back of printed Annual Meeting and YF&R State Conference Program
- Full-page ad of your choice in the printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name and sponsorship level on Featured Sponsors page of conference mobile app
- One (1) push notification in conference mobile app (Sponsor to provide language)
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- Opportunity for inclusion in two (2) social media posts across CAFB social media platforms



On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Ninety-second video spot played in Registration Area and in Annual Meeting General Session (Sponsor to provide video)
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Logo printed on conference lanyard
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Stage recognition at Annual Meeting General Session including opportunity for company representative to be introduced and speak
- Opportunity to present a prize/hold a raffle during Annual Meeting Awards Dinner
- Premium seating at Annual Meeting General Session & Annual Meeting Awards Dinner
- Opportunity to host an on-site reception
- Booth placement near event registration

*Registration Package

- Up to twelve (12) complimentary full meeting registrations for Annual Meeting and YF&R State Conference

Presenting Level Sponsorship

\$35,000

Exclusive opportunity for up to two (2) companies, first come first served.

Includes first right of refusal.

Secure the Presenting Level Sponsorship to shine the spotlight on your company's support of California Farm Bureau, our commitment to agriculture, and our mission.

Print

- Presenting level sponsorship logo on inside cover and back of printed Annual Meeting and YF&R State Conference Program
- Full-page ad of your choice in the printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name and sponsorship level on Featured Sponsors page of conference mobile app
- One (1) push notification in conference mobile app (Sponsor to provide language)
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- Opportunity for inclusion in two (2) social media posts across CAFB social media platforms

On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Sixty-second video spot played in Registration Area and in Annual Meeting General Session (Sponsor to provide video)
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Logo printed on conference lanyard
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Stage recognition at Annual Meeting General Session including opportunity for company representative to be introduced and speak
- Opportunity to present a prize/hold a raffle during Annual Meeting Awards Dinner
- Premium seating at Annual Meeting General Session & Annual Meeting Awards Dinner
- Opportunity to host an on-site reception
- Booth placement near event registration

*Registration Package

- Up to ten (10) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



Platinum Level Sponsorship

\$20,000

Exclusive opportunity for three (3) companies, first come first served. **1 Sold (2 Available)**
Includes first right of refusal.

The Platinum Level Sponsorship allows you to showcase your company's support for California Farm Bureau, our commitment to agriculture, and our mission.

Print

- Platinum level sponsorship logo on inside cover and back of printed Annual Meeting and YF&R State Conference Program
- Half-page ad of your choice in the printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name and sponsorship level on Featured Sponsors page of conference mobile app
- One (1) push notification in conference mobile app (Sponsor to provide language)
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- Opportunity for inclusion in two (2) social media posts across CAFB social media platforms

On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Sixty-second video spot played in Registration Area and in Annual Meeting General Session (Sponsor to provide video)
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Stage recognition at Annual Meeting General Session
- Opportunity to present a prize/hold a raffle during Annual Meeting Awards Dinner
- Premium seating at Annual Meeting General Session & Annual Meeting Awards Dinner
- Booth placement near event registration

*Registration Package

- Up to eight (8) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



Gold Level Sponsorship

\$10,000

Print

- Gold level sponsorship logo on inside cover and back of printed Annual Meeting and YF&R State Conference Program
- Third-page ad of your choice in the printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name and sponsorship level on Featured Sponsors page of conference mobile app
- One (1) push notification in conference mobile app (Sponsor to provide language)
- Logo inclusion in two (2) email blasts to CAFB members & conference attendees

(Digital cont.)

- Opportunity for inclusion in two (2) social media posts across CAFB social media platforms

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Thirty-second video spot played in Registration Area and in Annual Meeting General Session (Sponsor to provide video)
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Booth placement near event registration

*Registration Package

- Up to six (6) complimentary full meeting registrations for Annual Meeting and YF&R State Conference

Silver Level Sponsorship

\$5,000

Print

- Silver level sponsorship logo on inside cover and back of printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Booth placement near event registration

*Registration Package

- Up to four (4) complimentary full meeting registrations for Annual Meeting and YF&R State Conference

Bronze Level Sponsorship**\$2,000****California Farm Bureau Member Price \$1,850****Print**

- Bronze level sponsorship logo in printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*
- Booth placement near event registration

***Registration Package**

- Up to two (2) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



General Session Keynote Speaker

\$7,500

Opportunity for one (1) company, first come first served.

Includes first right of refusal.

Everyone assembles for this important session officially kicking off the Annual Meeting. Don't miss out on the opportunity to align your brand with the Annual Meeting General Session and get the attention of every attendee.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Annual Meeting General Session Keynote Speaker sponsor
- Half-page ad of your choice in printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo placement on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app
- Logo recognition in one (1) eblast to CAFB members and one (1) eblast to Annual Meeting registrants promoting the Annual Meeting General Session Keynote Speaker
- Inclusion in a social post highlighting keynote speaker

On-Site

- Logo placement on signage in the Annual Meeting General Session area
- Opportunity to provide gift/give-away to attendees at Annual Meeting General Session (CAFB approval required, any additional costs to be absorbed by sponsor)
- Complimentary registration package*
- Placement of company material on all seats in General Session
- Verbal recognition and thank you at start of General Session

*Registration Package

- Up to four (4) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



California Farm Bureau Awards of Excellence Sponsorship \$6,000

Exclusive opportunity for one (1) company, first come first served.
Includes first right of refusal.

SOLD

Align your company with the California Farm Bureau County Award process from start to finish. This opportunity will provide you with six months of exposure to CAFB members and county leaders before, during and after Annual Meeting.

Print

- Logo inside printed Annual Meeting and YF&R State Conference Program and noted as the official sponsor of the CAFB Awards of Excellence
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app and noted as the official sponsor of the CAFB Awards of Excellence
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- Sponsorship recognition in four (4) social media posts across CAFB social media platforms
- One (1) push notification in conference mobile app (Sponsor to provide language)

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Opportunity for literature distribution in attendee & VIP gift bags
- Stage recognition at Annual Meeting Awards Dinner
- Complimentary registration package*

***Registration Package**

- Up to two (2) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



California Farm Bureau Farm Dog of the Year

\$5,000

Opportunity for two (2) companies, first come first served.

Includes first right of refusal.

Position your organization with Man's Best Friend on the Farm by sponsoring California Farm Bureau's Farm Dog Contest.

Print

- Logo inside printed Annual Meeting and YF&R State Conference Program and noted as the official sponsor of the CAFB Farm Dog of the Year
- Recognition in ¼ page ad in Ag Alert® newspaper
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app and noted as the official sponsor of the CAFB Farm Dog of the Year
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees

(Digital cont.)

- Sponsorship recognition in six (6) social media posts across CAFB social media platforms

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Opportunity for literature distribution in attendee & VIP gift bags
- Stage recognition at Annual Meeting Awards Dinner
- Complimentary registration package*

*Registration Package

- Up to two (2) complimentary full meeting registrations for Annual Meeting and YF&R State Conference



Leadership Farm Bureau Graduation Sponsor**\$5,000**

Print

- Logo recognition in printed conference program
- Recognition in Ag Alert newspaper article
- Recognition in Press Release

Digital

- Logo on conference registration website
- Logo on CA YF&R website
- Logo recognition on conference mobile app
- Sponsorship recognition in minimum of two (2) social media posts across CAFB social media platforms

On-Site

- Logo on YF&R Conference and Graduation Signage
- Display company banner for duration of YF&R Conference (sponsor to provide banner)
- Opportunity for marketing materials to be placed on seats of graduation attendees
- Two (2) complimentary conference packages
- Display table in registration area
- Company recognition during graduation

Conference Package Includes

- Conference registration and up to two (2) and tickets to awards banquet and graduation



Pesticide Continuing Education Sessions

\$2,500**Add On Option: \$1,000 - representative from your company to host one of the CE Sessions**

Opportunity for four (4) companies, first come first served.

Includes first right of refusal.

Farm Bureau members learned in 2023 that the annual event is the perfect occasion for members to take required CE classes to maintain their pesticide licenses. Align your company with the popular CE Sessions offered at Annual Meeting and get your brand in front of class attendees at 3 CE sessions.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as CE Sessions sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the CE Sessions meeting room
- Opportunity for literature distribution in attendee & VIP gift bags

(On-site cont.)

- Opportunity to provide one (1) 30–60 second commercial to be run before the start of each class
- Verbal recognition as CE Sessions sponsor in introduction of each class
- Complimentary registration package*

*Registration Package

- One (1) complimentary full meeting registration for Annual Meeting and YF&R State Conference



Water Issues Workshop **SOLD**

\$2,500

Opportunity for one (1) company, first come first served. **Includes first right of refusal.**

Water is on everyone's mind and this year's Annual Meeting includes a 75-minute education workshop on the subject. Associate your brand with constructive, results-oriented discussion about this important topic through this exclusive sponsorship.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Water Issues Workshop sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the Water Issues Workshop meeting room

(On-site cont.)

- Opportunity for literature distribution in attendee & VIP gift bags
- Opportunity to provide one (1) 30–60 second commercial to be run before the start of the workshop
- Verbal recognition as the Water Issues Workshop sponsor at the start of the workshop
- Complimentary registration package*

*Registration Package

- One (1) complimentary full meeting registration for Annual Meeting and YF&R State Conference

County Presidents Caucus

\$2,000

Opportunity for one (1) company, first come first served. **Includes first right of refusal.**

Enjoy brand exposure as sponsor of this meeting of the leaders of the County Farm Bureaus held Sunday morning.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as County Presidents Caucus sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the County Presidents Caucus meeting room
- Opportunity for literature distribution in attendee & VIP gift bags
- Verbal recognition by the CAFB President as the County Presidents Caucus sponsor during the caucus

Leadership Farm Bureau Alumni Mixer**\$2,000**

Opportunity for two (2) companies, first come first served. **1 Sold (1 Available)**
Includes first right of refusal.

Your company knows the value of the Leadership Farm Bureau program and will have the opportunity to position yourself with LFB alumni at the LFB Alumni Mixer.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the Leadership Farm Bureau Alumni Reception sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the Leadership Farm Bureau Alumni Reception
- Opportunity for literature distribution in attendee & VIP gift bags



Reception Sponsorships

Annual Meeting Welcome Reception

\$2,000

Opportunity for two (2) companies, first come first served.
Includes first right of refusal.

The Welcome Reception held on Sunday evening is when all attendees come together to reconnect and revive their relationships. Put your company in the spotlight at this much anticipated event which will be held during the first ever Night At The Rodeo where attendees will gather for an exciting evening of activities and experiences.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Annual Meeting Welcome Reception sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the Annual Meeting Welcome Reception
- Opportunity for literature distribution in attendee & VIP gift bags

All-Attendee Reception

\$2,000

Opportunity for two (2) companies, first come first served.
Includes first right of refusal.

Attendees enjoy a reception prior to the Awards Dinner on Monday night and your brand will be there too with this sponsorship. Kick-off the evening's festivities with your company name featured as a sponsor of the All-Attendee Reception.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the All-Attendee Reception sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the All-Attendee Reception
- Opportunity for literature

Multi-County Reception Sponsorship

\$1,500

Help attendees enjoy a relaxing activity as all counties come together to celebrate another successful day at Annual Meeting. County farm bureaus are invited to provide a chosen beverage to represent their county and help guests quench their thirsts! Integrate your brand with this laid back evening of fun.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the Multi-County Reception Sponsor

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

On-Site

- Logo placement on signage at Multi-County Reception
- Table and signage set up during reception (sponsor to provide own banners)



Meal Function Sponsorships

Annual Meeting Lunch

\$2,000

Opportunity for four (4) companies, first come first served. **Includes first right of refusal.**

Align your brand with what everyone loves: Food! Sponsor lunch for Annual Meeting attendees is December 9th, for extra exposure while they enjoy a lunch break and easy conversation with their Farm Bureau family.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Annual Meeting Lunch sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at the All Attendee Lunch
- Small signage on luncheon tables
- Opportunity for literature distribution in attendee & VIP gift bags
- Complimentary registration package*

*Registration Package

- One (1) complimentary full meeting registration for Annual Meeting and YF&R State Conference

Morning Coffee Break

1 Sold (1 Available)

\$1,500

Opportunity for two (2) companies, first come first served. **Includes first right of refusal.**

Be the brand that provides a jolt of energy mid-morning as the Coffee Break sponsor throughout the Annual Meeting and YF&R State Conference. Coffee breaks will be held on Dec. 7–10. Whether it's for a cup of coffee, tea or soda, attendees always gravitate to the coffee station for a refreshment and networking.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Morning Coffee Break sponsor
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting and YF&R State Conference registration website

(Digital cont.)

- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at each of the three Morning Coffee Breaks
- Opportunity for literature distribution in attendee & VIP gift bags

Additional Sponsorship Opportunities

Water Bottles

\$4,500

Opportunity for one (1) company, first come first served. **Includes first right of refusal.**

With this sponsorship your brand is associated with the healthy habit of drinking fresh water during the Annual Meeting and YF&R Conference and beyond.

24 oz. metallic sports bottle with snap lid. Item co-branded with sponsor logo and CAFB logo (one color). Bottles ordered and coordinated by CAFB. Sponsor provides b/w logo and proof approval.

Deadline to purchase sponsorship and provide logo: October 14, 2024.

Conference Center Video Monitors \$1,500

Opportunity for four (4) companies, first come first served.

Showcase your organization with a 30-second video/commercial that is played on a rotation on the monitors located at the entrance to the General Session room in the conference center.

1 Sold (3 Available)

Print

- Inclusion in sponsor recognition special insert in Ag Alert® newspaper

Digital

- Logo on Annual Meeting registration website
- Logo placement in Annual Meeting mobile app

On-Site

- Company recognition via your 30-second video/commercial (sponsor provides content)

Attendee Bag Item

\$500

Here's your chance to give each attendee a special gift to keep your company top of mind. Provide 700 pieces of your preferred small giveaway to CAFB and we'll ensure it is included in the bag given to each attendee when they check in at Registration.

Item must be received at CAFB offices by November 18, 2024.



**actual bottle may vary*

Go Golfing with Farm Bureau



Sunday, December 8, 2024

Sunday of Annual Meeting, tee times start at 8:00 a.m. All tee times include lunch and tee prize. Prizes for top team and closest to the pin.

Limited number of spots available.

Buy tickets safely and securely online by visiting cfbf.com/farmpac or by scanning the QR code on the left with your mobile device.

Event occurs rain or shine. Sponsor deadline November 1, 2024.

Paid for by California Farm Bureau Federation Fund to Protect the Family Farm (FarmPAC) Contributions or gifts to FarmPAC are not tax deductible.

\$275 SINGLE GOLFER

- **Early Bird discount:** Register by [November 1st](#) for [\\$25 off](#) the single golfer price.

\$500 Logo Display Only

- Your logo displayed at the golf course

\$1,500 FOURSOME

- Four golfers. One bottle of CAFB branded bourbon
- Option to display your logo

ALL SPONSORSHIPS INCLUDE RESERVED FOURSOME:

\$2,500 GOLF CART SPONSOR

- Company logo featured on all player's golf carts
- Company name on FarmPAC website and throughout Annual Meeting
- Two bottles of CAFB branded bourbon

\$3,500 GOLF BALL SPONSOR

- Company logo on golf balls given to all players
- Company name on FarmPAC website and throughout Annual Meeting
- Two bottles of CAFB branded bourbon

\$3,500 LUNCH & RECEPTION SPONSOR

- Company logo on lunch boxes and featured at Poppy Hills reception
- Company name on FarmPAC website and throughout Annual Meeting
- Two bottles of CAFB branded bourbon

\$3,500 TOWEL SPONSOR

- Company logo on embroidered on golf towel given to all players
- Company name on FarmPAC website and throughout Annual Meeting
- Two bottles of CAFB branded bourbon

\$5,000 HOLE SPONSOR

- Company logo on a hole and at the clubhouse
- Company name on FarmPAC website and throughout Annual Meeting
- One case of CAFB branded bourbon

\$10,000 PRESENTING SPONSOR

Everything listed in Hole Sponsor, plus:

- Recognition during Awards Banquet Dinner

Sponsorship Add-Ons

Mobile App Splash Page

\$2,000

Opportunity for one (1) company, first come first served.
Includes first right of refusal.

Every attendee using the app sees the sponsored splash page—a visual that fills the entire screen, free from distraction. As an exclusive opportunity to introduce the event app, it’s recommended that its design incorporate the event name, date and location, with a “brought to you by” message.

Key Takeaways

- Full-screen visual appears when an event is launched
- Prime real estate with a front-and-center impression
- Displays for up to 5 seconds
- Only sold to one sponsor Specs & Tips

(Digital cont.)

- Mobile: 1242 x 2208 pixels;
Tablet (Portrait): 1536 x 2048 pixels;
Tablet (Landscape): 2048 x 1536 pixels
- Recommend large text and clear fonts
- Save in a lossless format (e.g., png)
- Creative must be approved by CAFB and include co-branding with Annual Meeting

Mobile App Banner Ad

\$1,200

Opportunity for five (5) companies, first come first served.
Includes first right of refusal.

Rotating Add will be displayed on conference app used before Annual Meeting and the YF&R State Conference as well as on-site during the duration of the conference.

Key Takeaways

- Appears at the top of the screen for roughly 5 seconds
- Cost-effective way to build brand awareness and reach attendees

Specs & Tips

- Mobile: 640 x 150 pixels;
Tablet/Online: 552 x 150 pixels;
Email: 1060 x 212 pixels
- Save in a lossless format (e.g., png)
- 5-second display
- Up to four active sponsors

(Sponsorships Add-ons cont.)

Mobile App Push Notification

\$2,500 for 5* or \$700 each

***one each day, Dec. 8-11**

Opportunity for five (5) companies, first come first served.

Includes first right of refusal.

Push notifications are the optimal way for sponsors to make important announcements and promotional offerings to attendees directly. These messages provide an effective vehicle for sponsors to remind attendees to stop by their booth, complete a survey, schedule a meeting, take part in a challenge, explain a change in plans, and—if needed—get them to a web page.

Key Takeaways

- Push notifications give sponsors an opportunity to communicate to attendees directly with a read rate 50% higher than opt-in emails
- Messages sent directly to attendees' mobile device
- Reach all attendees or a select group at strategic times

Specs & Tips

- Limited to 140 characters per notification
- Ability to link your notification to your sponsor listing, event session or an outside URL
- Limited number of sponsors may be active during the conference. No more than one push notification per hour



Exhibit and Sponsor Contacts

For Exhibit and Sponsor leads contact:

Brock Tessandori

California Farm Bureau

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sponsorship@cfbf.com

