



DRIVING AGRICULTURE

SPONSORSHIP PROGRAM





Drive Agriculture in Georgia by Becoming a Sponsor Today

Our Driving Agriculture Sponsorship Program was created to give our corporate partners opportunities to foster elementary ag education in our state while helping to minimize the cost to schools by funding ongoing operations.

OUR TOTAL COST



SPONSORSHIPS VISIT FEE

Your sponsorships covers 75% of our operating cost so we can keep our schools' visit fees low.

YES, YOU CAN HELP!

Benefits and pricing are enclosed.

To join in, please email:

Lily Baucom at lrbaucum@gfb.org or

Jennifer Farmer at jmfarmer@gafoundationag.org

What Is the Georgia Ag Experience?

The Georgia Ag Experience is an innovative STEM-based educational program that invites students across Georgia to explore the vast opportunities in agriculture. Our 36-foot mobile classroom showcases Georgia agriculture on the road. We visit Georgia elementary schools and community organizations, targeting students in grades 3 through 5. The Georgia Ag Experience uses technology and digital learning so students can take a deep dive into seven different Georgia agricultural commodities.

Who Is Involved?

The Georgia Ag Experience is a special program of the Georgia Foundation for Agriculture. The target audience is 3rd, 4th and 5th grade Georgia elementary school students and teachers. With the help of our partners, we are bringing ag into classrooms across the state.



The Georgia Ag Experience is provided by The Georgia Foundation for Agriculture. Our mission is to prepare the next generation of Georgia leaders for success in agriculture. Learn about our programs by visiting <http://gafoundationag.org>



Our organization partners with Georgia Farm Bureau county offices across the state to implement our program at the local level.

What Is the Impact?

The mobile classroom accommodates up to 200 school visits annually. During one year, we bring the farm experience directly to 36,000 Georgia elementary students. Students will:

- Gain a better understanding and become an advocate of agriculture
- Learn about technology and the future of farming
- Recognize their role and identify future career opportunities

The positive impact on agriculture in Georgia is already beginning to emerge from student and teacher pre- and post-visit surveys during our first four months on the road.

76% of students expressed that they are now MORE interested in agriculture.

50% of students now understand how complex agriculture is and would explain that to a family member if challenged.

98% of teachers surveyed said they are more likely to incorporate agriculture into their teaching in the future.

Imagine what the future of farming will look like with your support.

Ongoing Programming

Your commitment allows us to keep the schools' visit fees low by covering up to 75% of our operating costs.



| SPONSORSHIP TYPE | WHAT YOU'RE SPONSORING | SPONSORSHIP COST | DESCRIPTION OF BENEFITS | VISIBILITY |
|--|---|------------------|---|--|
| Driving Agriculture Statewide Sponsor (only one spot available annually) | Support for an entire year of mobile classroom operations (up to 200 visit days and up to 36,000 3-5 grade students educated with your support) | \$150,000 | • Signage on the mobile classroom entrance-side, exterior panel announcing our Statewide Sponsor (1 year) | • Unspecified number of motorists on Georgia interstates, highways and roads |
| | | | • Your business name on the Wall of Giving located prominently on an interior space of the classroom | • All classroom visitors |
| | | | • Feature article in Georgia Farm Bureau News quarterly magazine | • 40,000 circulation |
| | | | • (2) 30-second advertising spots on GFB new monthly podcast | • New program – audience growing |
| | | | • Advertising placement in GFB News - (1) 1/6 page ad | • 40,000 circulation |
| | | | • Advertising placement in GFB Neighbors – (1) 1/2 page ad | • 315,000 circulation |
| | | | • One banner advertisement in one issue of Georgia Farm Bureau Field Notes, bi-weekly email newsletter | • 17,000+ farmer members |
| | | | • Statewide distribution of a press release specifically announcing your organization as our Statewide Sponsor | • Statewide media outlets |
| | | | • One exhibitor table at GFB Annual Convention in December | • 1,700 attendees |
| | | | • Open invitation to GFB Annual Convention in December or four complimentary paid registrations GFB Young Farmers and Ranchers Summer Leadership Conference in July | • GFB Annual Convention -1,700 attendees |
| | | | • Request up to two visit days for a company event during summer months or weekends only; subject to classroom availability | • Your constituents |
| | | | • Attend a local school visit or a community event. Meet and greet with program staff. Photo and local media opportunities. | • Up to 225 students, staff, administrators plus any local media coverage |
| | | | • Sponsor listing on GFA's website with link to your website | • 400,000+ page views annually |
| | | | • Announcement beginning your visits to each new district (10 announcements) on GFA social media and shared on GFB's social media story | • GFA and GFB combined reach of 27,994 followers |
| | | | • Social media post congratulating GFA successful partnership with your organization on GFB pages | • 26,530 followers |
| | | | ADDITIONAL VISIBILITY | |
| In addition to schools, the classroom makes visits during summer to Georgia National Fair (600,000 ppl., Sunbelt Ag Expo (80,000 ppl.), GFB conferences/Annual Convention/Day at the Capitol (3,000 ppl) and other local community events. | | | • Recognition in GFA Annual Report | • 19,000 readers |
| | | | • Logo Placement on the after-visit flyer for students and parents | • Up to 36,000 students + parents and teachers |
| | | | • May provide a flyer sent home with participating students and teachers with your logo and messaging | • Up to 36,000 students + parents and teachers |
| | | | • May provide GFA pre-approved promotional items for students with your logo and messaging | • Up to 36,000 students + parents and teachers |
| | | | • Use of a branded sponsorship logo for your promotional use | • Your constituents |

| | | | | |
|--|---|-----------------|---|---|
| Driving Agriculture District Sponsor (up to 10 spots available annually) | Support of all Mobile Classroom visits for one of 10 State Districts (up to 15 visit days and up to 3,600 3-5 grade students educated with your support) | \$10,000 | <ul style="list-style-type: none"> • Signage on the mobile classroom entrance-side, exterior panel announcing our District Sponsor • Your business name on the Wall of Giving located prominently on an interior space of the classroom • One 30-second advertising spot on GFB's new monthly podcast • One banner advertisement in one Georgia Farm Bureau Field Notes, bi-weekly email newsletter • Statewide distribution of a press release specifically announcing your organization as a District Sponsor • Attend a local school visit or a community event with your leadership. Meet and greet with program staff. Photo and local media opportunities. • Sponsor listing on GFA's website with link to your website • Announcement beginning your district visits (1 announcement) on GFA social media with a tag to your business and shared on GFB's social media story | <ul style="list-style-type: none"> • Unspecified number of motorists on Georgia interstates, highways and roads • All visitors • New program – audience growing • 17,000+ farmer members • Statewide media outlets • Up to 225 students, staff, administrators plus any local media coverage • 400,000+ page views annually • GFA and GFB combined reach of 26,562 followers plus your business's followers |
| ADDITIONAL VISIBILITY | | | <ul style="list-style-type: none"> • Annual sponsor recognition in one issue of Georgia Farm Bureau News quarterly magazine • Recognition in GFA Annual Report | <ul style="list-style-type: none"> • 40,000 readers • 19,000 readers |
| In addition to schools, the classroom makes visits during summer to Georgia National Fair (600,000 ppl., Sunbelt Ag Expo (80,000 ppl.), GFB conferences/Annual Convention/Day at the Capitol (3,000 ppl) and other local community events. | | | <ul style="list-style-type: none"> • May provide GFA pre-approved promotional items for students with your logo and messaging • Use of a branded sponsorship logo for your promotional use | <ul style="list-style-type: none"> • Up to 36,000 students + parents and teachers • Your constituents |
| Driving Agriculture Sponsor for the Day (up to 200 spots available annually; more than one spot may be sponsored by an entity) | Support of one full day's visit by the mobile classroom (up to 225 3-5 grade students educated with your support) <i>Please note:</i> This opportunity is not school-specific. A school will be assigned after registration is closed. | \$1,000 | <ul style="list-style-type: none"> • Sponsor listing on GFA's website • Your business name on the Wall of Giving located prominently on an interior space of the classroom • Annual sponsor recognition in one issue of Georgia Farm Bureau News quarterly magazine • Recognition in GFA Annual Report • A branded sponsorship logo for your promotional use | <ul style="list-style-type: none"> • 400,000+ page views annually • All visitors • 40,000 readers • 19,000 readers • Your constituents |
| ADDITIONAL VISIBILITY | | | <div> <div>District Map</div> </div> <div> </div> | |

Equipment/Stations/Educational Projects



| WHAT YOU'RE SPONSORING | SPONSORSHIP COST | DESCRIPTION OF BENEFITS | 2021 | 2022 | 2023 | 2024 | 2025 |
|--|--|--|--|--|--------------------------|--------------------------|--------------------------|
| Truck | New Ford F-350 Super Duty Dually or equivalent truck donation or \$75,000 | <ul style="list-style-type: none"> • Logo on truck, website, materials • Social media coverage on GFA's pages • May provide a flyer sent home with participating students and teachers with your logo and product messaging • May provide GFA pre-approved promotional items for students with your logo and messaging • Press release announcing your sponsorship with statewide distribution to media outlets | SOLD OUT | SOLD OUT | (OPEN) | (OPEN) | (OPEN) |
| Physical Station of Mobile Classroom (9 available) | \$50,000 (premium station upgrades available) | <ul style="list-style-type: none"> • Station naming recognition • Sponsorship plaque on station • Input on station design • Logo on station, external trailer, website, materials • Request 1 visit day for a company event during summer months or weekends only; subject to classroom availability • May provide a flyer sent home with participating students and teachers with your logo and product messaging • May provide GFA pre-approved promotional items for students with your logo and messaging | Trailer #1 7 STATIONS SOLD OUT (Forestry OPEN) | Trailer #1 7 STATIONS SOLD OUT (Forestry OPEN) | (Trailer #2 OPEN) | (Trailer #2 OPEN) | (Trailer #2 OPEN) |
| Exterior Station #1 Activity (Instructor Led) | \$15,000 | <ul style="list-style-type: none"> • Input on lesson plan design and materials • Logo on website, flyer, materials • Request 1 visit day for a company event during summer months or weekends only; subject to classroom availability • May provide activity prize with your logo and messaging | (OPEN) | (OPEN) | (OPEN) | (OPEN) | (OPEN) |
| Exterior Station #2 Activity (TV Screen Visual Activity) | \$10,000 | <ul style="list-style-type: none"> • Input on lesson plan design and materials creation • Logo on website, flyer, materials • Request 1 visit day for a company event during summer months or weekends only; subject to classroom availability • May provide activity prize with your logo and messaging | (OPEN) | (OPEN) | (OPEN) | (OPEN) | (OPEN) |

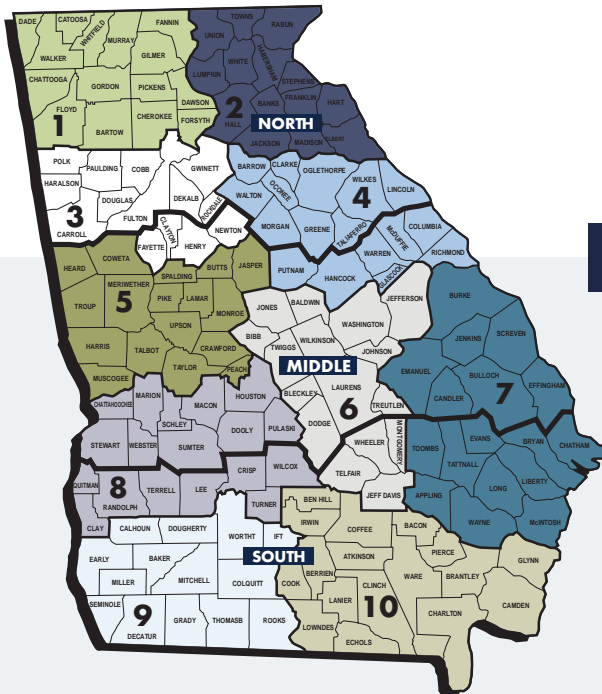
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|---|---|-----------------------------|-----------------|---------------|---------------|---------------|---------------|
| STEM Challenge (2 bi-annual competitions) | <ul style="list-style-type: none"> Corporate branding of challenge, including problem statement development, naming rights, judging and prize Logo on website and flyer Social media coverage on GFA's pages | \$10,000 | SOLD OUT | (OPEN) | (OPEN) | (OPEN) | (OPEN) |
| Website Game | <ul style="list-style-type: none"> Annual website hosting Assisting in game development Logo on website | \$20,000 to \$50,000 | (OPEN) | (OPEN) | (OPEN) | (OPEN) | (OPEN) |

VISIBILITY

- GFA Social Media – 1,180 followers
- GFA website – 400,000 visits annually
- GFA Annual Report – 19,000 readers

- Up to 36,000 Georgia students grades 3-5 and their teachers.
- Exterior recognition on the classroom is visible to unspecified number of motorists on interstates, highways and roads

- Additionally, the mobile classroom visits the Georgia National Fair (600,000 attendees), Sunbelt Ag Expo (80,000 attendees), GFB conferences & conventions (3,000 attendees) and other local community events when not visiting classrooms.



District Map





GEORGIA
FOUNDATION
FOR AGRICULTURE

Georgia Ag Experience

The Georgia Ag Experience is a unique STEM-based educational program that invites students across Georgia to explore the vast opportunities in agriculture. Learn more at www.georgiaagexperience.org.

EDUCATIONAL PROGRAMMING

Pre-Visit Lesson

Students learn the basics of Georgia ag so that they are prepared and ready to maximize their learning experience in the mobile classroom.

On-Site Lesson

1 hr. block to participate in 8 Stations+Scavenger Hunt, Student-led Ag Tech Bingo w/ Ranger Nick and Teacher-Led Ag-tivity

Post-Visit Lesson

Schools are invited to continue the exploration of Georgia agriculture through a student-led investigative research project.

