



2022 Annual Meeting and Young Farmers and Ranchers State Conference

Sponsorship Opportunities



California Farm Bureau



California Farm Bureau

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California Farm Bureau

NEW FEATURE FOR 2022...CALIFORNIA MARKETPLACE!

The Trade Show is transformed into the California Marketplace for the 2022 Annual Meeting. Our valued sponsors who enjoy their traditional trade show booth are welcome to secure such a space. Alongside the exhibitor booths will be Taste of California Shops, spaces that Farm Bureau members can purchase to share and sell the bounty and artisan goods. Marketplace hours are Sunday, December 4, 1:00 p.m.-7:00 p.m. with the Welcome Reception and Cornhole Tournament occurring near the Marketplace from 4:30 p.m.-7:00 p.m.





Title Level Sponsorship | ~~\$45,000~~ **Sold**

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 Farm 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
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- 20,000 retargeting web banner impressions from conference geofencing
- Opportunity for two (2) social media posts across CAFB social media platforms (content must be approved by CAFB)

On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Premium booth placement in California Marketplace
- 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

*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

- 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
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- 20,000 retargeting web banner impressions from conference geofencing
- Opportunity for two (2) social media posts across CAFB social media platforms (content must be approved by CAFB)

On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Premium booth placement in California Marketplace
- 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

*Registration Package

- Up to twelve (12) 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. **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
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- 20,000 retargeting web banner impressions from conference geofencing
- Opportunity for two (2) social media posts across CAFB social media platforms (content must be approved by CAFB)

On-Site

- Premium logo placement on signage during Annual Meeting and YF&R State Conference
- Premium booth placement in California Marketplace
- 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

*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
- Logo inclusion in two (2) email blasts to CAFB members & conference attendees
- 20,000 retargeting web banner impressions from conference geofencing
- Opportunity for two (2) social media posts across CAFB social media platforms (content must be approved by CAFB)

On-Site

- Logo placement on signage during Annual Meeting and YF&R State Conference
- Booth placement in California Marketplace
- 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*

*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
- 20,000 retargeting web banner impressions from conference geofencing

On-Site

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

*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

Exhibitor Special!

Promote your brand with an exhibit booth in the California Marketplace.

<hr/> Print <ul style="list-style-type: none">■ 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	<hr/> On-Site <ul style="list-style-type: none">■ Logo placement on signage during Annual Meeting and YF&R State Conference■ Booth placement in California Marketplace■ Opportunity for literature distribution in attendee & VIP gift bags■ Complimentary registration package*
<hr/> Digital <ul style="list-style-type: none">■ Logo on Annual Meeting and YF&R State Conference registration website■ Company name on Featured Sponsors page of conference mobile app■ 20,000 retargeting web banner impressions from conference geofencing	<hr/> *Registration Package <ul style="list-style-type: none">■ Up to two (2) complimentary full meeting registrations for Annual Meeting and YF&R State Conference.

California Farm Bureau Awards of Excellence Sponsorship | ~~\$6,000~~ **Sold**

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

Includes first right of refusal

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.

<hr/> Print <ul style="list-style-type: none">■ 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	<hr/> On-Site <ul style="list-style-type: none">■ 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*
<hr/> Digital <ul style="list-style-type: none">■ 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	<hr/> *Registration Package <ul style="list-style-type: none">■ Up to two (2) complimentary full meeting registrations for Annual Meeting and YF&R State Conference.



California Farm Bureau Farm Dog Contest | \$3,500

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 Contest
- 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 Contest
- Logo inclusion in four (4) email blasts to CAFB members & conference attendees
- 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.



Annual Meeting and YF&R Conference
Monterey, CA | December 2-7, 2022



YOUNG FARMERS AND RANCHERS

Young Farmers and Ranchers develop leadership skills while volunteering time as active, vital members of the county Farm Bureaus. As a member of Young Farmers and Ranchers your voice will join those of your peers to speak out for agriculture. As you develop your skills and knowledge, your efforts will help Farm Bureau to effectively represent all farmers and ranchers.





YF&R State Conference General Session Keynote Speaker | \$3,000

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

Includes first right of refusal

The Young Farmers and Ranchers are open to new ideas and ready to learn about your company. Sponsor this General Session Keynote Speaker and align your company with a highlight of the conference.

Print

- Logo inside printed Annual Meeting and YF&R State Conference Program and noted as the YF&R State Conference 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 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 and YF&R State Conference registrants promoting the YF&R State Conference General Session Keynote Speaker

On-Site

- Logo placement on signage in the YF&R State Conference General Session area
- Opportunity to provide gift/give-away to attendees at YF&R State Conference General Session (CAFB approval required, any additional costs to be absorbed by sponsor)
- Complimentary registration package*

*Registration Package

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

Annual Meeting General Session Keynote Speaker | \$5,000

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

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*

*Registration Package

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



Pesticide Continuing Education Sessions | \$2,500

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

Includes first right of refusal

Farm Bureau members learned in 2021 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 5 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
- 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 | \$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
- 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



YF&R State Conference Reception | \$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 reception 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
- 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

YF&R Lunch with Keynote Speaker | \$2,000

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

Includes first right of refusal

The spotlight is yours Young Farmers and Ranchers gather for lunch and a keynote presentation during their State Conference.

Print

- Logo inside printed Annual Meeting and YF&R State Conference Program and noted as the YF&R State Conference Lunch with Keynote Speaker 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 in the YF&R State Conference Lunch with Keynote Speaker area
- Opportunity to provide gift/give-away to attendees at YF&R State Conference Lunch with Keynote Speaker (CAFB approval required, any additional costs to be absorbed by sponsor)

Leadership Farm Bureau Graduation Reception | \$2,000

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

Includes first right of refusal

Your company knows the value of the Leadership Farm Bureau program and will help congratulate this year's graduates at the LFB Graduation Reception on Sunday night. Support agriculture's future leaders through this sponsorship opportunity.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the Leadership Farm Bureau Graduation 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
- Company name on Featured Sponsors page of conference mobile app

On-Site

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

Continental Breakfast | \$2,000

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

Includes first right of refusal

Conference attendees will rise and shine with your company as the sponsor of the Continental Breakfasts throughout the Annual Meeting and YF&R State Conference. Continental Breakfast will be provided to attendees four days, Dec. 2-7.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Continental Breakfast 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 each of the four Continental Breakfasts
- Opportunity for literature distribution in attendee & VIP gift bags

Morning Coffee Break | \$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. 3, 5 & 6. 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
- 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

Afternoon Snack Break | \$1,200

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

Includes first right of refusal

Who doesn't love a sweet treat pick-me-up in the afternoon? Put your brand in the spotlight as the Afternoon Snack Break sponsor throughout the Annual Meeting and YF&R State Conference. Afternoon breaks will be on Dec. 3 and 5.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as Afternoon Snack 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
- Company name on Featured Sponsors page of conference mobile app

On-Site

- Logo placement on signage at each of the two Afternoon Snack Breaks
- Opportunity for literature distribution in attendee & VIP gift bags

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 in the inaugural California Marketplace where sponsors will have booths and local growers will share their bounty to attendees and the general public.

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
- 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

Annual Meeting Lunch | \$3,500

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

Includes first right of refusal

Align your brand with what everyone loves: Food! Sponsor lunch for Annual Meeting attendees on Monday and Tuesday, Dec. 5-6, 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 each of the two Annual Meeting Lunches
- 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.

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
- Company name on Featured Sponsors page of conference mobile app

On-Site

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

County Presidents & Executive Directors Breakfast | \$2,000

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

Includes first right of refusal

Enjoy brand exposure as sponsor at this breakfast held expressly for the County Farm Bureau Presidents and Managers. This breakfast is held Tuesday morning before the Delegate Business Session.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program and noted as the County Presidents & Managers Breakfast 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 & Managers Breakfast meeting room
- Opportunity for literature distribution in attendee & VIP gift bags

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

- 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 by most attendees before the Annual Meeting and YF&R State Conference and on-site.

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

Mobile App Push Notification | \$2,500 for 5* or \$700 each

*one each day, Dec. 3-7

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 a space in the Marketplace, 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



FarmPAC Fundraiser Cornhole Boards | \$1,250 per set of boards or \$12,000 for exclusive sponsorship of all 12 sets of boards

Your company will enjoy promotional visibility on the cornhole boards used for the tournament. Cornhole players and audience members alike will see your brand with every toss of the bag. At the end of the event, you get to keep the boards. If you don't plan to use the boards after the event, they make great give-away items for your loyal customers.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper
- Logo on each set of boards you sponsor

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 Cornhole Tournament
- Opportunity for literature distribution in attendee & VIP gift bags

FarmPAC Fundraiser Cornhole Bags | \$5,000

Brand exposure with every bag toss is yours with this sponsorship! Your logo will be on all the bags used in the tournament (96 bags in total). Cornhole players and audience members alike will see your brand with every toss of the bag. At the end of the event, you get to keep the bags. If you don't plan to use the bags after the event, they make great give-away items for your loyal customers.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper
- Logo on each official cornhole bag used in the tournament

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 Cornhole Tournament
- Opportunity for literature distribution in attendee & VIP gift bags

FarmPAC Fundraiser Championship Lane | \$5,000

All eyes will be on the Championship Lane for the cornhole tournament. Be part of the excitement as the exclusive sponsor of the Championship Lane.

Print

- Logo in printed Annual Meeting and YF&R State Conference Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper
- Logo on a custom set of cornhole boards used for the Championship Lane

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 Cornhole Tournament designating your company as the sponsor of the Championship Lane
- Opportunity for literature distribution in attendee & VIP gift bags
- One (1) team entry (2 players) into the tournament



Additional Sponsorships

Monterey, CA | December 2-7, 2022

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, 2022.**

Taste of California Shop in Marketplace | \$500

Secure a spot in the inaugural California Marketplace to be held Sunday, December 4, 2022, 1:00 p.m.-7:00 p.m. to share and sell your products to conference attendees and the public. You will receive a basic booth space. No logo representation in Annual Meeting printed program or signage on-site. If you would like logo representation, please secure the Bronze level sponsorship.

**Deadline to purchase a shop or exhibit booth in the Marketplace:
Monday, October 31, 2022.**

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 19, 2022.



Annual Meeting and YF&R State Conference Package Giveaway | \$5,000-\$7,500

Pending room rates and cost of expenses

Who doesn't love a free pass to Annual Meeting and YF&R State Conference? All eyes will be on this sponsorship. The winner of the package giveaway drawing will receive:

- 5-Night Stay at Portola Hotel & Spa
- Up to two (2) Annual Meeting and YF&R State Conference registrations
- One (1) Tour Experience for up to two (2) people
- \$100 Visa Gift Card
- CAFB Gift Basket (branded water bottle, tote bag, coaster, calendar, + sponsor branded items)

Print

- Logo on inside cover of printed Annual Meeting program
- Third-page ad of choice in printed Annual Meeting program
- Inclusion in sponsor recognition special insert in Ag Alert® newspaper

On-Site

- Logo placement on signage
- Premium placement in California Marketplace
- Opportunity for literature distribution in Attendee & VIP gift bags
- Four (4) complimentary registrations for Annual Meeting and YF&R State Conference

Digital

- Logo on Annual Meeting registration website
- Premium logo placement in Annual Meeting mobile app
- Logo and/or contest details inclusion in two (2) email blasts
- Company name included in five (5) social posts promoting giveaway



Additional Sponsorships

Monterey, CA | December 2-7, 2022

Monterey 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 Monterey Conference Center.

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)



Exhibit and Sponsor Contacts

For Exhibit and Sponsor leads contact:

Brock Tessandori

California Farm Bureau

916.561.5585

sponsorship@cfbf.com