Become a sponsor of the American Farm Bureau Convention. Network with the leaders that influence ag policy. Capture the attention of ag decision makers. Appeal to the ag industry’s up-and-coming leaders.

Who Attends?
- State Farm Bureau Leaders
- Policy Makers & Influencers
- Young Farmers & Ranchers
- Women Leaders in Ag
- Agribusinesses
- Farm & Ranch Owners & Managers
- FFA, 4-H, MANRRS and AFA Leaders
- Leading Ag Entrepreneurs & Innovators

LEADERSHIP in attendance

- 72% of attendees hold leadership or committee positions in Farm Bureau and are leaders in their communities.

Media Outlet Coverage
- More than 2,500 articles, tv clips and radio spots generated for the 2023 event
- Potential reach of more than 1 billion
- Covered by major outlets such as CBS News, Bloomberg, the Associated Press, Reuters and U.S. News & World Report. Top national ag publications include Agri-Pulse, RFD-TV, Successful Farming and Farm Progress.
- Global coverage from more than 10 countries, including Australia, Canada, the United Kingdom and Germany.
Don’t miss your chance to put your company top of mind with the country’s most influential ag producers. 

Attendees by the Numbers:

- **Farmer/Rancher/Producer**: 57%
- **Other**: 15%
- **Ag Association**: 6%
- **Student**: 3%
- **Consumer**: 6%
- **Educator**: 8%
- **Agribusiness**: 8%
- **Other**: 9%
- **Wheat**: 9%
- **Sheep/Goats**: 5%
- **Tobacco, Rice and Aquaculture**: 1% each (total 3%)
- **Forestry, Cotton and Nursery/Green House**: 2.3% each (total 7%)
- **Soybeans**: 16%
- **Vegetables**: 5%
- **Dairy, Swine and Poultry**: 3.6% each (total 11%)
- **Beef/Cattle**: 18%
- **Corn**: 17%
- **Not involved in decision-making**: 9%
- **Influence**: 31%

You can reach your **TARGET AUDIENCE** at the American Farm Bureau Convention

- **Attendees by the Numbers**:
  - 91% of Convention Attendees are the primary decision maker or influence the buying decisions for their farms.

Don’t miss your chance to put your company top of mind with the country’s most influential ag producers.
## 2024 American Farm Bureau Convention Sponsorship Opportunities

The below recognition is based on overall 2024 contribution totals, inclusive of all programs and events sponsored.

<table>
<thead>
<tr>
<th>Recognition</th>
<th>$100,000+</th>
<th>$50,000+</th>
<th>$25,000+</th>
<th>$10,000+</th>
<th>$5,000+</th>
<th>$2,500+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsor logo acknowledgment on AFBF Convention Website</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
</tr>
<tr>
<td>Complimentary AFBF Convention sponsor registrations</td>
<td>12</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Trade Show Booth Space, if exhibiting*</td>
<td>20’x20’</td>
<td>20’x20’</td>
<td>10’x20’</td>
<td>10’x20’</td>
<td>10X10’</td>
<td>10’x10’</td>
</tr>
<tr>
<td>Complimentary AFBF Convention exhibitor registrations**</td>
<td>8</td>
<td>8</td>
<td>4</td>
<td>4</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>Sponsor logo acknowledgment in AFBF Convention printed program and digital platforms</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
</tr>
<tr>
<td>Sponsor logo acknowledgment on General Session program transitions and event signage</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo acknowledgment in AFBF Convention email marketing promotion</td>
<td>✧</td>
<td>✧</td>
<td>✧</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor acknowledgment in Event Program+</td>
<td>Full page</td>
<td>Half page</td>
<td>Quarter page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Farm Bureau sponsor acknowledgment throughout 2024</td>
<td>✧</td>
<td>✧</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsor logo acknowledgment on co-branded escalator decals</td>
<td>✧</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>15-second brand/mission-based video to play at General Session pre-shows and digital signage during the event++</td>
<td>✧</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Access to private meeting room space in Convention Center to host Farm Bureau leadership and staff</td>
<td>✧</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

*Additional booth space available for purchase
**Must be exhibiting in the Trade Show to receive these registrations.
+Sponsor is responsible for providing its design file by Dec. 1, 2023
++Sponsor is responsible for providing its video file by Dec. 1, 2023
Wi-Fi Sponsor
Help attendees stay connected and not miss a beat at Salt Lake City’s Salt Palace Convention Center. The Wi-Fi sponsor can create a unique password. AFBF to approve of final 8-character password.
$10,000  ❀  Sponsorships available: 1
Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment at registration

Event Lanyards
Invest in this high-profile marketing opportunity as every registered attendee will be given a co-branded lanyard at registration. Sponsor is responsible for submitting logo files by Oct. 2, 2023. AFBF is responsible for lanyard production.
$20,000  ❀  Sponsorships available: 1

Directional Signage
Place your brand in front of event attendees and help navigate foot traffic around the venue. Co-branded directional signage will be strategically placed in high-traffic areas within the Salt Palace Convention Center and Hyatt Regency Salt Lake City. Sponsor is responsible for submitting logo files by Nov. 1, 2023. AFBF is responsible for sign production and installation.
$15,000  ❀  Sponsorships available: 1
Recognition:
❖ Sponsor logo acknowledgment on directional signage

Transportation Sponsor
Get your brand noticed amongst event attendees and across the city by sponsoring the shuttle buses transporting attendees between their hotels and the Salt Palace Convention Center. Sponsor is responsible for submitting logo files by Oct. 13, 2023. AFBF is responsible for signage production and execution.
$50,000  ❀  Sponsorships available: 1
Recognition:
❖ Sponsor logo acknowledgment on shuttle bus stop signage
❖ Sponsor logo acknowledgment on transportation vehicles

Premier Signage
Showcase your organization’s brand by investing in premier signage opportunities throughout the Salt Palace Convention Center. Each signage opportunity provides sponsors with space to place their company’s exclusive brand messaging in high-trafficked areas within the Convention Center. This signage will be placed in corridor locations where attendees will transition from all Convention Center entrances to event and program rooms.

Column Wraps
Column wraps are located on the Salt Palace Convention Center Lower Concourse, a high traffic hallway traveling to/from the shuttle drop off location, Hyatt Regency HQ hotel, Trade Show and General Session Halls.
$3,500  ❀  Sponsorships available: 10

Hanging Banners (4’ x 16’)
Hanging double-sided banners are located above the main corridor of the Salt Palace Convention Center Lower Concourse, a high traffic area along the way to the shuttle drop off and the Hyatt Regency HQ Hotel, and outside of the Trade Show and General Session Halls.
$5,000  ❀  Sponsorship available: 7

Upper Concourse Railing Clings (4’ x 6’)
Located outside of the Grand Ballroom in the North Foyer, this signage opportunity will attract the eyes of thousands of attendees as they exit the ballroom where Convention workshops will be hosted. Secure space on the glass below the railing in this high-traffic area.
$1,200 for 1  ❀  Sponsorship available: Multiple
$3,000 for 3  ❀  Sponsorship available: Multiple
Achievement Award “Achieve and Apply” Learning Session
State Young Farmers & Ranchers Achievement Award winners from across the country will come together Saturday, January 20th for a day of education from industry leaders, networking with other national competitors and sharing insights amongst the nation’s most successful young farmers and ranchers.

$5,000  ❖  Sponsorships available: 1

Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment at this Learning Session
❖ Invitation to the Friday evening competitor networking reception and Learning Session
❖ Opportunity to bring greetings at the Learning Session
❖ Opportunity to provide educational/informational materials and/or swag to attendees

Excellence in Agriculture Learning Session
State Young Farmers & Ranchers Excellence in Agriculture winners from across the country will come together Sunday, January 21st for a day of education from industry leaders, networking with other competitors and sharing insights amongst the nation’s most dynamic leaders and advocates for agriculture.

$5,000  ❖  Sponsorships available: 1

Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment at this Learning Session
❖ Invitation to the Friday evening competitor networking reception and Learning Session
❖ Opportunity to bring greetings at the Learning Session
❖ Opportunity to provide educational/informational materials and/or swag to attendees

Women in Ag Meet-and-Greet
Support the growth and development of women in agriculture by sponsoring the Saturday, January 20th morning Women’s Leadership Program with more than 400 women farmers, ranchers and agriculture advocates.

$10,000  ❖  Sponsorships available: 1

Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment at Meet-and-Greet
❖ Invitation to Women in Ag Meet-and-Greet and Annual Meeting of Farm Bureau Women
❖ Opportunity to bring greetings at the Annual Meeting of Farm Bureau Women
❖ Opportunity to provide educational/informational materials and/or swag to attendees

Communicate, Collaborate and Influence Program
Support this action-oriented, pre-convention program focused on consumer engagement training sessions and interactive workshops to better equip volunteers with the knowledge and skills to share the significance of agriculture with non-farmers.

$5,000  ❖  Sponsorships available: 2

Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment at CCI Program
❖ Opportunity to attend and bring greetings at the CCI Program
❖ Opportunity to provide educational/informational materials and/or swag to attendees
**Youth Leadership Program**

4H, FFA, AFA, and Jr. MANRRS members join together on Sunday, January 21st for a full day of leadership development training and networking with farmers and ranchers from across the country. Help support the next generation of agriculture leaders.

$5,000  ❃  Sponsorships available: 1

**Recognition:**
- Sponsor logo acknowledgment on mobile app
- Sponsor logo acknowledgment in printed program
- Sponsor logo acknowledgment at all three attendee sessions (Kickoff, Lunch and Wrap-up)
- Opportunity to bring greetings at the Kickoff session
- Opportunity to attend the Lunch and Wrap-up sessions
- Opportunity to provide educational/informational materials and/or swag to youth attendees

**Leadership Luncheon**

The AFBF Leadership Luncheon, held on Sunday, January 21st, engages outstanding Farm Bureau leaders from across the country with more than 500 attendees. Your sponsorship supports the growth and recognition of Farm Bureau members who lead county Farm Bureaus as well as grassroots programs and initiatives, advancing the meaningful work of Farm Bureau in communities throughout the United States.

$15,000  ❃  Sponsorships available: Multiple

**Recognition:**
- Sponsor logo acknowledgment on mobile app
- Sponsor logo acknowledgment in printed program
- Sponsor logo acknowledgment at Leadership Luncheon
- Two (2) invitations to luncheon with VIP seating (sponsor will be recognized and asked to stand)
- Opportunity to provide educational/informational materials and/or swag to attendees
- Opportunity to deliver brief greetings at reception
- AFBF will invite media contacts to cover convention and attend “Media Reception Sponsored by X Sponsor.”
- Pre-convention and on-site email blasts to media registered for convention will include reminders to attend “Media Reception Sponsored by X Sponsor.”
- A message from the sponsor may be directly distributed by AFBF via email to media contacts registered to attend convention. Sponsor and AFBF will mutually agree on the language and distribution date/time for the message.

**Media Reception**

Exclusive access to 50 members of top-tier news media and dozens of state Farm Bureau staff reporters covering the 2024 American Farm Bureau Convention. This annual event draws national and industry media outlets covering agriculture. Support media who report on agricultural issues of interest to farmers and ranchers by sponsoring this afternoon/early evening media reception.

$15,000  ❃  Sponsorships available: 1

**Recognition:**
- Sponsor logo acknowledgment in media workroom
- Sponsor logo acknowledgment at reception
- Four (4) invitations to media reception
- Opportunity to provide educational/informational materials and/or swag to attendees
- Opportunity to deliver brief greetings at reception
- AFBF will invite media contacts to cover convention and attend “Media Reception Sponsored by X Sponsor.”
- Pre-convention and on-site email blasts to media registered for convention will include reminders to attend “Media Reception Sponsored by X Sponsor.”
- A message from the sponsor may be directly distributed by AFBF via email to media contacts registered to attend convention. Sponsor and AFBF will mutually agree on the language and distribution date/time for the message.
Celebration of Grassroots Reception Sponsorship

The Celebration of Grassroots Reception kicks off the opening of the trade show Saturday, January 20th at the 2024 AFBF Convention with more than 5,000 attendees. Support AFBF in recognizing the hard work and accomplishments of Farm Bureau’s grassroots members and kickstart your networking with event attendees. AFBF works to place food and/or beverage stations near the sponsor booth.

$15,000 ✿ Sponsorships available: Multiple

Recognition:
❖ Sponsor logo acknowledgment on mobile app
❖ Sponsor logo acknowledgment in printed program
❖ Sponsor logo acknowledgment on Reception signage

Exhibitor Booth Space Only

$1,000; $500 non-profit

Includes:
❖ 10’ x 10’ booth space
❖ Pipe and drape 8’ back wall and 3’ side rails
❖ Two (2) complimentary exhibitor registrations per 10’ x 10’ space

Recognition:
❖ Company booth location posted on trade show map in mobile app
❖ Company booth location listed in trade show map in printed program
❖ Company booth number posted on trade show map on AFBF Convention event website

*Must be exhibiting in the Trade Show to purchase add-on opportunities
**Sponsorship Opportunities**

<table>
<thead>
<tr>
<th>Sponsorship Opportunity</th>
<th>$25,000+</th>
<th>$10,000+</th>
<th>$5,000+</th>
<th>$2,500+</th>
<th>$1,000+</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary Flapjack Fundraiser tickets</td>
<td>20**</td>
<td>10**</td>
<td>6</td>
<td>4</td>
<td>2</td>
</tr>
<tr>
<td>Acknowledgment in AFBFA Annual Report</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
</tr>
<tr>
<td>Sponsor logo acknowledgment on AFBF Convention app and event digital signage</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
</tr>
<tr>
<td>General sponsorship acknowledgment based on total AFBFA and AFBF contribution</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
</tr>
<tr>
<td>Sponsor logo acknowledgment on tabletop signage</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
</tr>
<tr>
<td>Sponsor acknowledgment on AFBFA social media</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
<td>⭐</td>
</tr>
</tbody>
</table>

*$2,500+ AFBFA Sponsors will be recognized for their overall contribution level within AFBF and AFBFA grids. Under $2,500 AFBFA sponsors will only receive AFBFA acknowledgment. **Reserved seating available upon request

**AFBFA Flapjack Fundraiser Sponsorship**

Don’t miss the most attended event outside of the General Sessions! The American Farm Bureau Foundation for Agriculture’s (AFBFA) Flapjack Fundraiser, held on Sunday, January 21st, brings together nearly 1,500 attendees to enjoy a flapjack breakfast while learning about the American Farm Bureau Foundation for Agriculture’s newest resources, projects and educational programs. The coveted “Book of the Year” will be revealed at breakfast and Foundation award winners will be acknowledged.

$1,000+ ⭐ Sponsorships available: Multiple

**Recognition:**
- See corresponding sponsorship tier in the AFBFA grid

**AFBFA Flapjack Fundraiser Tickets**

Purchase individual tickets for the Sunday, January 21st pancake breakfast.
- $100/ticket
- $1,100/table (10 seats per table)
Book of the Year Award Sponsorship

By supporting the Foundation’s Book of the Year, your sponsorship will provide each Flapjack Fundraiser attendee with a copy of the coveted Book of the Year.

$25,000  ❖  Sponsorships available: 1

Recognition:
❖ Opportunity to bring 2-minute greetings at Flapjack Fundraiser
❖ Sponsor logo acknowledgment inside gifted book covers

Book of the Year Classroom Resource Bundles

Supply teachers with one copy of the 2024 Book of the Year, one educator guide and one pack of ag magazines, plus free shipping.

$15,000  ❖  Sponsorships available: 1 (430 bundles*)

Recognition:
❖ Opportunity to provide giveaway item in each ordered kit
❖ See corresponding sponsorship tier in the AFBFA grid

*Bundle quantity estimated based on projected cost for book from Publisher – this amount may be adjusted when actual pricing is received.

Become a Sponsor today!

CONTACT:
CHASE HIENEMAN
DIRECTOR, INDUSTRY RELATIONS
chieneman@fb.org
202-406-3717
American Farm Bureau® Convention

January 19–24, 2024
Salt Palace Convention Center
100 S W Temple St.
Salt Lake City, UT 84101

Trade Show Dates:

January 20 • 12:00 p.m. - 5:30 p.m  |  January 21 • 11:15 a.m. - 3:30 p.m.  |  January 22 • 8:00 a.m. - 11:00 a.m.