

IMAGINE *grow* LEAD

AMERICAN FARM BUREAU® CONVENTION

ANAHEIM • CA

JANUARY 9-14, 2026



SPONSORSHIP & EXHIBITOR OPPORTUNITIES



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



Media Outlet Coverage

- ☀ **More than 2,100 articles**, tv clips and radio spots generated
- ☀ **Potential reach of more than 1 billion**
- ☀ **Covered by major outlets** including USA Today, Yahoo! News, MSN and NPR. Top national ag outlets include RFD-TV, Agri-Pulse, Successful Farming and Progressive Farmer
- ☀ **Global coverage** from more than 10 countries, including Australia, Argentina, Brazil, Canada and the United Kingdom

Past Sponsors

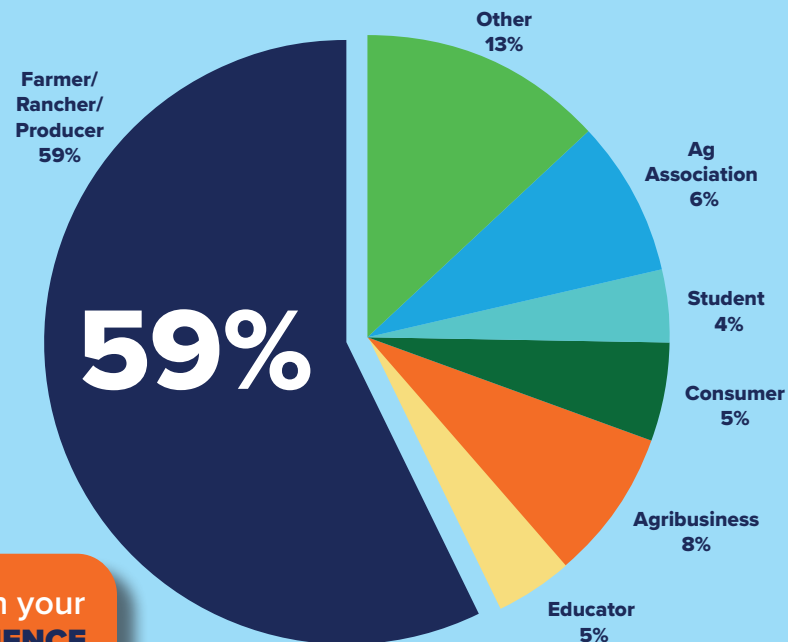
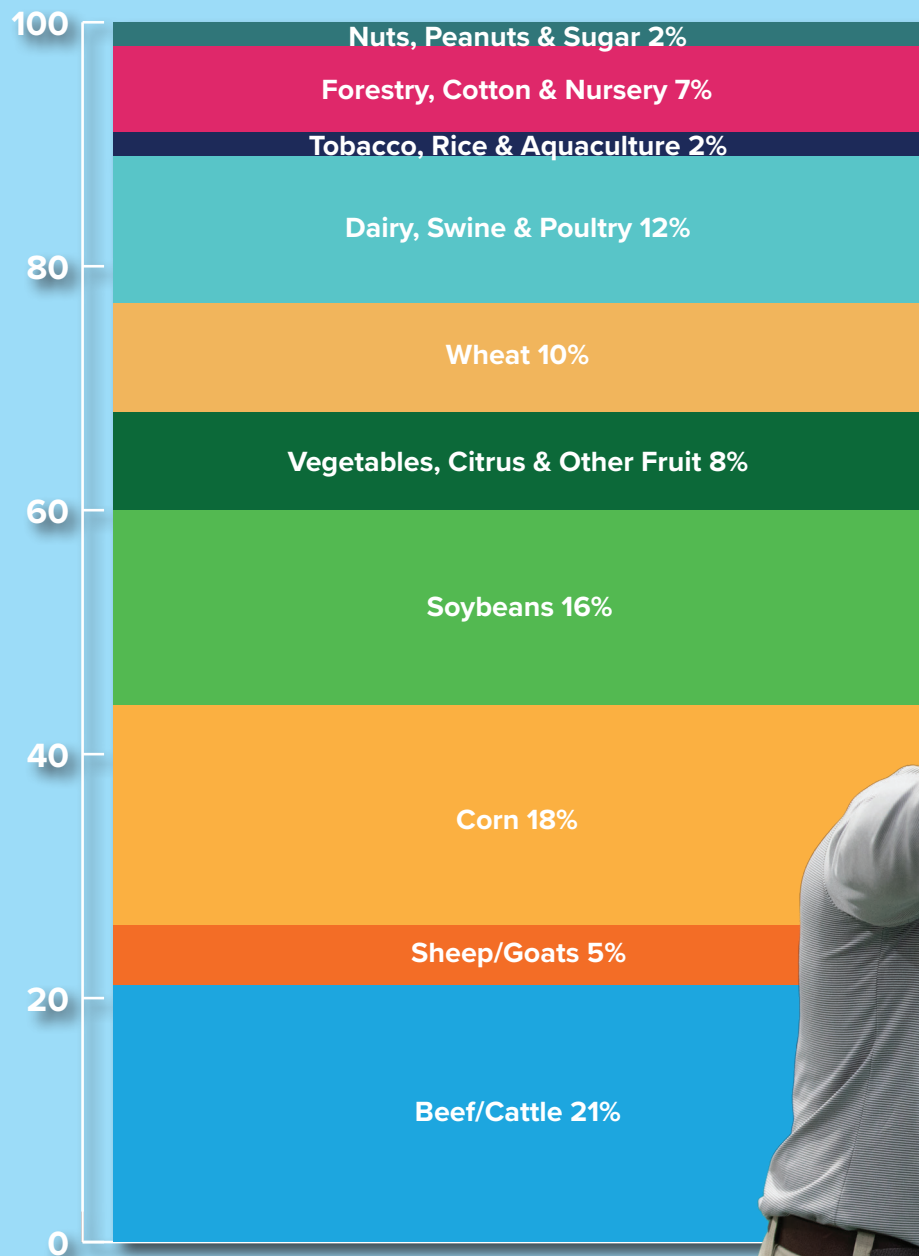


Bloomberg

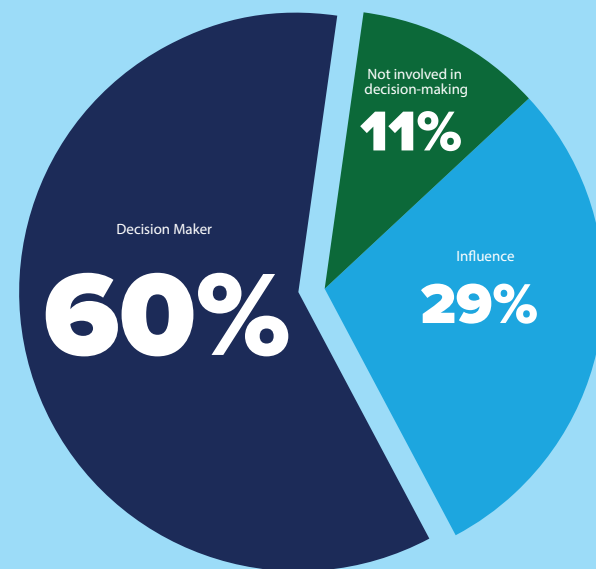


Don't miss your chance to put your company top of mind with over 5,000 of the country's most influential ag producers.

Attendees by the Numbers:



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



89%

of Convention Attendees are the primary decision maker or influence the buying decisions for their farms.



2026 American Farm Bureau® Convention Sponsorship Opportunities

The below recognition is based on contribution totals, inclusive of all programs and events sponsored throughout 2026.

	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2,500+
Sponsor logo acknowledgment on AFBF Convention Website						
Complimentary Convention sponsor registrations	12	10	8	6	4	2
Trade Show Booth Space, if exhibiting <i>Additional booth space available for purchase</i>	20'x20'	20'x20'	10'x20'	10'x20'	10X10'	10'x10'
Complimentary Convention exhibitor registrations <i>Must be exhibiting in the Trade Show to receive these registrations.</i>	8	8	4	4	2	2
Sponsor logo acknowledgment in Convention printed program and digital platforms						
Sponsor logo acknowledgment on General Session program transitions and event signage						
Sponsor logo acknowledgment in Convention emails						
Sponsor acknowledgment in Event Program* <i>Sponsor is responsible for providing its design file by Dec. 8, 2025</i>	Full page	Half page	Quarter page			
30-second brand/mission-based video to play at General Session pre-shows and digital signage during the event* <i>Sponsor is responsible for providing its video file by Dec. 8, 2025</i>						
Sponsor logo acknowledgment on escalator decals						
Access to private meeting room space in Convention Center to host Farm Bureau leadership and staff						

*Sponsor-provided acknowledgment and video must present a brand/mission-based message and should not promote a product or service, and AFBF retains right for final approval.

Wi-Fi Sponsor

Help attendees stay connected and not miss a beat at the Anaheim Convention Center. The Wi-Fi sponsor can create a unique password. *AFBF to approve the 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. 3, 2025. AFBF is responsible for lanyard production.*

\$20,000  **Sponsorships available: 1**

Recognition:

- ◆ Sponsor logo acknowledgment on attendee badge lanyards

Directional Signage

Place your brand in front of event attendees and help attendees navigate around the venue. Co-branded directional signage will be strategically placed in high-traffic areas within the Anaheim Convention Center. *Sponsor is responsible for submitting logo files by Nov. 7, 2025. AFBF is responsible for decal production and installation.*

\$15,000  **Sponsorships available: 1**

Recognition:

- ◆ Sponsor logo acknowledgment on directional signage

Premier Signage

Showcase your organization's brand by investing in premier signage opportunities throughout the Anaheim Convention Center. Each signage opportunity provides sponsors with space to place their company's exclusive brand messaging in high-traffic areas within the venue. This signage will be placed in corridor locations where attendees will transition from all convention center entrances to event and program rooms. *Sponsor is responsible for submitting logo files by Nov. 7, 2025. AFBF is responsible for production and installation.*

Stair Banners – Grand Plaza Entrance

Stair banners are located in the main entrance to the convention center where attendees will enter to access all of the space. The stair banners hang off of each landing, providing your company to a prime location with the most visibility to attendees

Inquire for Pricing  **Sponsorships available: 5**

Column Wraps - Hall C & D Prefunction

Column wraps are located throughout the main level of the convention center outside of the General Session and Trade Show halls.

Inquire for Pricing  **Sponsorships available: 3**

Wall Clings – 2nd Level

Place your company's information in prime locations off the escalator landings on the second level. Attendees will see your branding as they make their way to the highly-attended Flapjack Fundraiser, Leadership Luncheon, workshops and YF&R competitive events.

Inquire for Pricing  **Sponsorships available: 3**

Pop Up Banners – 3rd Level

Your company's information will be placed throughout the pre-function space on the 3rd level in a prime location for visibility to those attending workshops, Flapjack Fundraiser and Leadership Luncheon.

Inquire for Pricing  **Sponsorships available: 1**





Young Farmers & Ranchers (YF&R) Next Level Networking Event (Achievement Award and Excellence in Ag Competitor Learning Session)

National YF&R competitors will come together to network and learn on Saturday, Jan. 10. The learning session will provide specific insights for the Achievement Award competitors and the Excellence in Ag Competitors will join for the afternoon portion of the program. This learning session will elevate the overall experience for members and assist competitors to become the best Farm Bureau members, farmers and ranchers they can be.

\$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 Saturday Learning Session
- ◆ Opportunity to bring greetings at the Learning Session
- ◆ Opportunity to provide educational/informational materials and/or giveaway items to attendees

Women in Ag Meet-and-Greet

Support the growth and development of women in agriculture by sponsoring this Women's Leadership Program event on Saturday, Jan. 10, with more than 400 women farmers, ranchers and agriculture advocates attending.

\$10,000  **Sponsorships available: 1**

Recognition:

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

Communicate, Collaborate and Influence (CCI) Program

Convening nearly 150 people on Saturday, Jan. 10, this action-oriented, pre-convention program focuses on consumer engagement training to better equip volunteers with the knowledge and skills to share the significance of agriculture with adult consumers.

\$5,000  **Sponsorships available: 3**

Recognition:

- ◆ Sponsor logo acknowledgment on mobile app
- ◆ Sponsor logo acknowledgment in printed program
- ◆ Sponsor logo acknowledgment at CCI Program
- ◆ Invitation to attend and bring greetings at the CCI Program
- ◆ Opportunity to provide educational/informational materials and/or giveaway items to attendees

Empowering Young Leaders Reception

The long-term success of agriculture is only as strong as the emerging leaders Farm Bureau empowers today. This new event will celebrate young members and highlight the importance of their leadership within Farm Bureau and their communities. All registered convention attendees 35 and younger are invited to join and celebrate young leaders with an evening of fellowship, food, and fun on Sunday, Jan. 11.

\$5,000  **Sponsorships available: 4**

Recognition:

- ◆ Sponsor logo acknowledgment on mobile app
- ◆ Sponsor logo acknowledgment in printed program
- ◆ Sponsor logo acknowledgment at the Reception
- ◆ Sponsor recognition at the event (sponsor will be recognized and asked to stand)
- ◆ Invitation to attend Reception
- ◆ Opportunity to provide educational/informational materials and/or giveaway items to attendees

Youth Leadership Program

Over 100 FFA, 4-H, and Jr. MANRRS members join together on Sunday, Jan. 11, 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 on-site sessions
- ◆ Opportunity to bring greetings during a session
- ◆ Opportunity to attend the lunch and wrap-up sessions
- ◆ Opportunity to provide educational/informational materials and/or giveaway items to attendees

Leadership Luncheon

The AFBF Leadership Luncheon, held on Sunday, Jan. 11, engages more than 800 outstanding Farm Bureau leaders from across the country. Your sponsorship supports the growth and recognition of Farm Bureau members who lead county Farm Bureaus, grassroots programs and initiatives, and advance 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 the Leadership Luncheon with VIP seating (sponsor will be recognized and asked to stand)
- ◆ Opportunity to provide educational/informational materials and/or swag to attendees

Media Reception

The Media Reception provides exclusive access to 50 members of top-tier news media and dozens of state Farm Bureau staff reporters covering the 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 event on Sunday, Jan. 11.

\$15,000  Sponsorships available: 1

Recognition:

- ◆ Sponsor logo acknowledgment in media workroom, at media reception, and in invitations to media
- ◆ Sponsor logo acknowledgment at media reception
- ◆ Four (4) invitations to the media reception
- ◆ Opportunity to bring greetings at the media reception
- ◆ Opportunity to provide sponsor branded signage in media workroom
- ◆ Opportunity to provide educational/informational materials and/or giveaway items to attendees
- ◆ Opportunity to provide a sponsor-generated message that is distributed directly 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.*



County Activities of Excellence

The AFBF County Activities of Excellence (CAE) Awards provide recognition of successful county programs and activities at the national level. Every year, up to 24 county Farm Bureaus from across the nation are selected to display their winning activities as part of the Convention Trade Show. During this time, winners share their award-winning programming with attendees to take these ideas back to their own communities.

\$10,000  Sponsorships available: Multiple

Recognition:

- ◆ Sponsor acknowledgment during Convention General Sessions
- ◆ Sponsor logo acknowledgment on Convention mobile app
- ◆ Sponsor logo acknowledgment in printed program
- ◆ Sponsor logo acknowledgment on signage throughout the CAE section of the Trade Show
- ◆ Sponsor logo acknowledgment logo acknowledgment in CAE informational video on AFBF website
- ◆ Opportunity to engage with CAE winners and AFBF leadership on the Trade Show floor

Celebration of Grassroots Reception

The Celebration of Grassroots Reception kicks off the opening of the Trade Show on Saturday, Jan. 10. 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. AFBF works to place food and/or beverage stations near the sponsor booth.

\$15,000  Sponsorships available: Multiple

Recognition:

- ◆ Sponsor logo acknowledgment on Convention mobile app
- ◆ Sponsor logo acknowledgment in printed program
- ◆ Sponsor logo acknowledgment on Reception signage

Exhibitor Booth Space Only

\$1,250; \$750 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 convention event website



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

	\$25,000+	\$10,000+	\$5,000+	\$2,500+*	\$1,000+
Flapjack Fundraiser tickets	20*	10*	6	4	2
*Reserved seating available upon request					
Acknowledgment in AFBFA Annual Report	☀	☀	☀	☀	☀
Sponsor logo acknowledgment on Convention app and event digital signage	☀	☀	☀	☀	
Sponsor logo acknowledgment on tabletop signage during AFBFA events	☀	☀	☀		
Sponsor acknowledgment on AFBFA social media	☀				

\$2,500+ AFBFA sponsors will be recognized for their overall contribution level within AFBF grille (page 4). AFBFA sponsors contributing under \$2,500 will receive AFBFA acknowledgment as listed above.

Note that for the 2026 Flapjack Fundraiser, each table will seat eight attendees.

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 26th, 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: Numerous

Recognition:

- ◆ See corresponding sponsorship tier in the AFBFA grid

AFBFA Flapjack Fundraiser Tickets

Purchase individual tickets for the Sunday, Jan. 11, pancake breakfast.

- ◆ \$100/ticket
- ◆ \$1,100/table (8 seats per table)

Book of the Year Award Sponsorship

Your sponsorship will provide each of the 1,500 Flapjack Fundraiser attendees with a copy of the coveted Book of the Year..

\$25,000 ☀ Sponsorships available: 1

Recognition:

- ◆ Opportunity to bring greetings at Flapjack Fundraiserr
- ◆ Sponsor logo acknowledgment inside gifted book covers

Book of the Year Classroom Resource Bundles

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

\$15,000 ☀ Sponsorships available: 2 (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.*



AMERICAN FARM BUREAU
FOUNDATION FOR AGRICULTURE



Become a Sponsor today!

CONTACT:

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American Farm Bureau® Convention

January 9 - 14, 2026

Anaheim Convention Center

800 W Katella Ave,
Anaheim, CA 92802

Trade Show Dates:

January 10 • 12:00 p.m. - 5:30 p.m. | January 11 • 11:30 a.m. - 3:30 p.m. | January 12 • 8:00 a.m. - 11:00 a.m.



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