



91ST MONTANA FFA
STATE CONVENTION

Sponsor & Exhibitor Opportunities

FFA

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FOUNDATION FFA



91ST ANNUAL MONTANA FFA STATE CONVENTION

The annual state convention is a historical part of Montana FFA and our most exciting event of the year. Nearly 1,500 members, FFA advisors, alumni, parents, industry partners, and guests gather to celebrate the achievements won by the past and present generations of agriculturalists while continuing to develop their potential for premier leadership, personal growth, and career success. Attendees will be inspired and motivated to take pride in our industry, serve our communities, and become leaders of the next generation.

During the convention, FFA members and guests will experience motivational speakers, award presentations, exciting exhibits, competitive Career & Leadership Development Events, and numerous entertaining activities. Attendees can explore the Career and Trade Show in search of the perfect career connection, attend a workshop to brush up on leadership skills, or simply interact and share ideas with FFA members and advisors from across the state.

We invite you to join us as an exhibitor, sponsor, or volunteer, and help us continue cultivating a legacy at the 91st Montana FFA State Convention in April 2021.



SUPPORTING FOR TODAY.

CREATING A FUTURE FOR ALL.

The possibilities to engage, connect and network with students at convention are endless. One of Montana's largest conferences, the State FFA Convention, is a prime avenue to interact with our state's best and brightest future leaders.

Without your support, we wouldn't be able to deliver meaningful growth experiences to students. By supporting FFA today, you are nurturing the next generation of successful individuals in our nation. Don't miss your chance to make an impact on Montana FFA's ultimate event of the year!

The Montana FFA Foundation helps create marketing opportunities tailored to meet your specific needs. To learn more about experiencing and connecting with state convention, contact our office at (406) 582-4118. All convention sponsorships should be confirmed by March 5th to ensure adequate production times.

Customized sponsorship opportunities are available.

Sponsor

General Convention

MEDIA ROOM

The Media Room is the hub for social media, award announcements, and all broadcasting and technology utilized at the convention during the week. Your sponsorship will allow your company or organization's logo and tagline to be placed on every press release that is sent out regarding convention, the photo backdrops behind award announcements, and in numerous video interviews that are generated during Convention.

Investment _____ **\$2,500**

REGISTRATION

Most convention registration processes occur via online platforms, utilized by teachers and industry stakeholders invited to attend convention. Your marketing will appear throughout several platforms in our online registration platforms as well as emails and confirmations sent to attendees.

Investment _____ **\$2,500**

HOSPITALITY

Hospitality arrangements for judges, teachers, and volunteers are made every year at the state FFA convention. As Hospitality Sponsor, your company or organization has the opportunity to display your logo and tagline on signage, goodies, and printed materials provided to the numerous individuals assisting with convention.

Investment _____ **\$2,500**

SESSION SPONSORSHIP

State Convention General Sessions taking place throughout the week bring together over 2,000 attendees to celebrate their achievements. These sessions recognize award winners and motivate members to continue their success. Your partnership as a session sponsor will claim the session of your choice as "Presented by: Your Company" with your logo and name displayed on the screens during convention and in the convention program.

Investment _____ **\$5,000**

PRE-SESSIONS & STAGE

Before sessions begin, members interact during pre-sessions that feature various activities, challenges and prizes on-stage to prepare attendees for the excitement of general sessions. As a pre-session or stage sponsor, your organization will be recognized as pre-session presenter with the display of your logo and tagline on convention screens and in the convention program.

Investment _____ **\$1,000**

CONVENTION HIGHLIGHT VIDEOS

Before each general session, day-in-review highlight videos are generated and played to show the inspiring activities that FFA members participated in from the previous day. Nothing tells the stories and memories from convention like photos and videos of your favorite convention experiences. Your logo will appear as a watermark during the video and will also be displayed at the end of the video, broadcasted during live streams and archived and made available for viewing after convention.

Investment _____ **\$1,000**

NOMINATING COMMITTEE SPONSOR

Every year, a committee of nine individuals is selected to identify the next Montana FFA State Officer team, a group of 8 outstanding FFA members who represent our organization. This lengthy process typically interviews more than 30 candidates. Your support of the nominating committee will highlight your company as the Nominating Committee Sponsor, with your logo, tagline and promotional items displayed and distributed on gifts, goodies, and printed materials for the nominating committee and state officer candidates.

Investment _____ **\$1,000**

Convention Experiences

CAREER CENTER HOST

Whether you're a college or university, fundraiser or agribusiness, you don't want to miss out on the opportunity to interact with over 2,000 attendees of Montana's finest students. This audience only comes together for this event once a year. In addition to having a booth, you can also partner with Montana FFA and sponsor the Career Center. This sponsorship will grant you a free exhibition spot and complete marketing privileges of the Career Center, including host privileges of the Career Center, program ads and more.

Investment _____ **\$5,000**

CAREER CONVERSATIONS

This year, Montana FFA is hosting Career Conversation seminars throughout convention, which are podcasts geared towards various career preparation topics, like job interviews, resume tips, and much more. As a Career Conversations partner, your company is invited to provide a 30-second to 1-minute promo video to be played at the beginning of the Career Conversation seminar in addition to display of your logo and tagline. These seminars will remain available in our Career Center for year-long promotion as students access these career resources on-demand.

Investment _____ **\$1,000**

CAREER & LEADERSHIP DEVELOPMENT EVENTS

Together, FFA members across the nation spend countless hours studying for their Career & Leadership Development Events (CDEs/LDEs). These competitive events place students in situations that require real-world knowledge on a plethora of topics. From livestock to agronomy to agriscience to public speaking, FFA members do it all. As a CDE/LDE sponsor, your organization will receive logo recognition during our General & Awards Sessions, and logo/tagline recognition at the time the CDE/LDE occurs. With more than 23 competitive events, your company will reach hundreds of students across Montana. See our full list of CDEs & LDEs at MontanaFFA.org.

Investment _____ **\$2,000 (\$1,000 co-sponsor)**

DELEGATE PROCESS SPONSOR

Just like state convention itself, the delegate process is a historic, impressive event. Each chapter sends two delegates to represent their community at the state level, with the opportunity to submit business items, debate and discuss the future of Montana FFA. As a student-led organization, FFA members vote on delegate business items and implement them into the Montana FFA Constitution & Bylaws. Supporting the delegate process earns you logo/tagline recognition on delegate materials, sessions, and in our convention program.

Investment _____ **\$1,000**

STATE TALENT

In addition to the exciting things FFA members have the opportunity to experience, the people they meet, and the awards they win, they also get to showcase their talents. As the state talent title sponsor, your organization will be identified as "Montana FFA Talent: Presented by Your Company" with your logo before each talent act is displayed to our live audience during general & awards sessions.

Investment _____ **\$1,000**

HALL OF CHAPTERS

One of the most unique and eye-opening activities of Convention is the Hall of Chapters, an opportunity for every Montana FFA chapter to showcase their student growth and community service over the past year. See your logo and tagline featured as the Hall of Chapters presenter and logo placement in the Hall of Chapters videos when played during convention general sessions.

Investment _____ **\$1,000**

Exhibit

Nonprofits & colleges/universities: \$200
Corporations/businesses: \$500

PRACTICING NOW,

**so they can
lead tomorrow.**

Showcase your company, school, business, or brand to Montana's largest school-based youth leadership development organization.

At our online Career and Trade Show, your company can establish itself as a solid supporter of FFA. As an exhibitor, you'll have a direct platform to reach and potentially meet your future consumers, employees, leaders, and students.

Collectively, Montana FFA members made a 3-million-dollar economic impact through their work-based learning experiences.

FFA members represent a diverse background of the population in Montana. Through their enrollment in agricultural education classes, time in FFA activities, and hands-on development through work-based learning experiences, they are preparing to enter the next chapters after wearing the blue corduroy jacket. Our student audience represents a vital piece of our state's future.

Register at MontanaFFA.org to reserve your space in our Career Center.



Advertise

The Montana FFA State Convention is a grand event celebrating the accomplishments of FFA members and developing their potential for premier leadership, personal growth, and career success. Reach over 2,000 convention attendees during the most exciting week of the FFA year!

Advertising Options:
Convention Program:
Back cover (color): \$1,000
Full-page (color): \$500
Half-page (color): \$350
Quarter-page (color): \$250

Artwork is due March 1st. Contact Montana FFA for ad dimensions and other details.

Print Technical Specifications

Digital photos must be 300dpi minimum

Acceptable file formats for photography and electronic art:

- Adobe Acrobat .PDF files (high-resolution with all fonts embedded; CMYK color)
- Adobe InDesign files (all fonts converted to outlines and all images embedded)

All color ads must be converted to CMYK color

Ads must be produced to specific page sizes per ad dimensions

Camera-ready artwork is press ready. FFA is not responsible for adjustments or alterations to size, color or copy error in the content of camera-ready artwork

All art, fonts, printer fonts, photos and graphics must be included and in CMYK color

All crop and registration marks should be removed from ad

For production and quality-control purposes, we cannot accept Web or Internet images