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Georgia Women in Agriculture Conference

SPONSORSHIP OPPORTUNITIES

JOIN US AND BE RECOGNIZED AS A LEADER WHO SUPPORTS WOMEN IN AGRICULTURE!

We could never put on an event like the AgrileadHER™ Conference without the help of our dedicated sponsors. The conference is created for every woman who is passionate about agriculture and food, whether they are a university student studying agriculture, producer, entrepreneur, representative of a grower association, or corporate agribusiness. AgrileadHER™ is for women who want to enhance their family life, community, career, and industry.

Women in agriculture make a big impact. According to the 2017 Agriculture Census, the United States had 1.2 million female producers (36 percent of the country's 3.4 million producers). Female producers are slightly younger, more likely to be beginning farmers, and more likely to live on the farm they operate than male producers. These female-operated farms accounted for 38 percent of U.S. agriculture sales and 43 percent of U.S. farmland.

SOUTHERN REGION FARM AND RANCH STRESS ASSISTANCE NETWORK

GDA GEORGIA DEPARTMENT OF AGRICULTURE

UTIA INSTITUTE OF AGRICULTURE THE UNIVERSITY OF TENNESSEE

UNIVERSITY OF GEORGIA EXTENSION

Institute on Human Development and Disability UNIVERSITY OF GEORGIA

WHY SUPPORT THE agrileadher™ CONFERENCE?

Show Support for Women in Agriculture

Build Greater Brand Awareness

Promote Diversity

Expand Your Network

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Let's take a look at sponsorship opportunities across virtual spaces in the event

1. Virtual Booth
2. Gamification
3. Virtual Lobby Branding
4. Virtual Auditorium Branding
5. Campfire Stories Sponsor
6. Participant Goodie Box Inserts

1 Virtual Booth

SPONSORSHIP OPPORTUNITIES

Mimicking the feel of a real life event, exhibitors receive a custom booth and avatars to represent company representatives. Booths enable ease of information exchange with tabs leading to content such as downloadable brochures, videos, and a chat option to communicate with participants.

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2 Gamification

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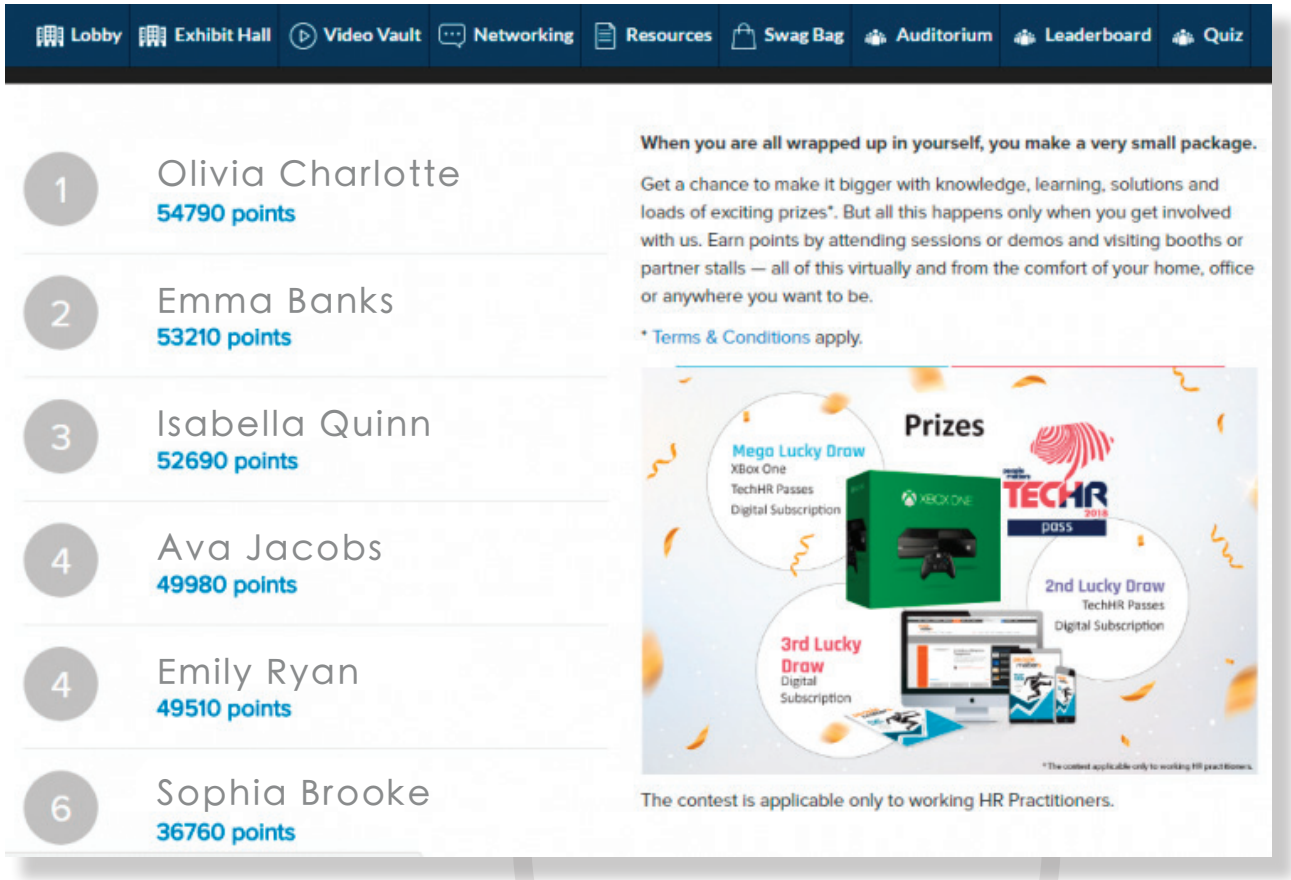
Leaderboards and scavenger hunts award points to participants based on activity and give away sponsored prizes. Gamification works well as a proven strategy to keep participants excited and active throughout the duration of the event. A great way to drive traffic to the virtual booths.



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3 Virtual Lobby Branding

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The main virtual lobby, where all participants enter, displays Gold and Silver sponsor logos with direct access links to their virtual booths.

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4 Virtual Auditorium Branding

SPONSORSHIP OPPORTUNITIES

Gold Sponsors are given prominent visibility in the virtual auditorium where main sessions are held.

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5 Campfire Stories Sponsor

SPONSORSHIP OPPORTUNITIES

On the first night of the conference, we will feature a storyteller who will captivate participants with campfire stories. Participants will have a Smores Kit included in their goodie boxes with the sponsor's branding. The sponsor will be recognized during the event.

6 Participant Goodie Box Inserts

SPONSORSHIP OPPORTUNITIES

Participants will be mailed a goodie box prior to the event full of interactive items to use during the conference. Sponsors can insert materials and promotional items in the boxes.

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Sponsorship Packages

	GOLD	SILVER	BRONZE
	$7,500	$3,750	$800
	Limit 4	No Limit	No Limit
Virtual Lobby Branding	✓	✓	
Virtual Auditorium Branding	✓		
Prominent Larger Virtual Booth	✓		
Virtual Booth	✓	✓	✓
Gamification Participation	✓	✓	
# of Participant Goodie Box Inserts	✓ 2	✓ 1	
# of Conference Registrations	✓ 3	✓ 2	✓ 1
Link on Conference Website Home	✓		
Link on Conference Sponsorship Page	✓	✓	✓
Logo Included on Conference Participant Emails	✓		
Exclusive Targeted Email to Promote Your Brand Sent to Participants	✓		

CAMPFIRE STORIES — $2,500

1 Limit

- Branding on Smores Kits in Participant Goodie Box
- Insert Promoting Event in Participant Goodie Box
- Recognition During Event
- Link on Conference Website Sponsorship Page

OTHER OPTIONS — $200

No Limit

- 1 Insert in Participant Goodie Box

OTHER OPTIONS — No cost

No Limit

- Donation of an item with a retail value of $30 or more for gamification and prize drawings. Recognition on the gamification page as a donor.

PATRON — Varies

No Limit

- Helps support the scholarship fund
- Recognition on Conference Website Sponsorship Page

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QUESTIONS?

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The conference is hosted by The University of Georgia, The Georgia Department of Agriculture and The University of Tennessee. Funding was made possible in part by the USDA's Farm and Ranch Stress Assistance Network (FRSAN) grants.

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USDA National Institute of Food and Agriculture
U.S. DEPARTMENT OF AGRICULTURE

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