



agrileadherTM

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 Ag Exchange Network



UNIVERSITY OF GEORGIA

EXTENSION



*Institute on Human
Development and Disability*

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National Institute of Food and Agriculture

U.S. DEPARTMENT OF AGRICULTURE

**Show Support
for Women in
Agriculture**

**Build Greater
Brand
Awareness**

**WHY
SUPPORT THE
agrileadher™
CONFERENCE?**

**Promote
Diversity**

**Expand Your
Network**





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

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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.



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.

The screenshot shows a virtual event interface with a dark blue navigation bar at the top containing icons and labels for Lobby, Exhibit Hall, Video Vault, Networking, Resources, Swag Bag, Auditorium, Leaderboard, and Quiz. Below the navigation bar is a leaderboard with the following entries:

Rank	Name	Points
1	Olivia Charlotte	54790 points
2	Emma Banks	53210 points
3	Isabella Quinn	52690 points
4	Ava Jacobs	49980 points
4	Emily Ryan	49510 points
6	Sophia Brooke	36760 points

To the right of the leaderboard is a promotional graphic for a contest. The graphic features a central image of an Xbox One console and a TechHR Pass. Text on the graphic includes:

- Prizes**
- Mega Lucky Draw**: Xbox One, TechHR Passes, Digital Subscription
- 2nd Lucky Draw**: TechHR Passes, Digital Subscription
- 3rd Lucky Draw**: Digital Subscription

Below the graphic, it states: "The contest is applicable only to working HR Practitioners." Above the graphic, there is a quote: "When you are all wrapped up in yourself, you make a very small package. Get a chance to make it bigger with knowledge, learning, solutions and loads of exciting prizes*. But all this happens only when you get involved with us. Earn points by attending sessions or demos and visiting booths or partner stalls — all of this virtually and from the comfort of your home, office or anywhere you want to be." Below the quote, it says: "* Terms & Conditions apply."

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.



4 Virtual Auditorium Branding

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



5 Campfire Stories Sponsor

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



6 Participant Goodie Box Inserts

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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.



Sponsorship Packages

	GOLD	SILVER	BRONZE
	\$2,500	\$1,500	\$500
	Limit 4	No Limit	No Limit
Virtual Lobby Branding	✓	✓	
Virtual Auditorium Branding	✓		
Prominent Larger Virtual Booth	✓		
Virtual Booth	✓	✓	✓
# 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 **\$800**
1 Limit

- Branding on Gift in Participant Goodie Box
- Branded Flyer 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

[Click here to view store](#)

or scan QR code



QUESTIONS?

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agrileadher™

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