



A Celebration of Agriculture

2009 Sponsorship Opportunities



Every year, producers, agricultural associations, corporations, universities, government agencies and others come together with a single mission: to recognize and celebrate the abundance provided by agriculture.

Join the Industry to Celebrate

Build Ag Awareness ■ Gain Visibility ■ Support Our Industry

As the world population soars, there is an even greater demand for the food and fiber produced in the United States. Yet, fewer and fewer Americans understand the processes by which their food is produced and delivered. That's precisely what Ag Day is all about: building awareness for—and appreciation of—the role of agriculture in our everyday lives.

The National Ag Day Program believes that every American should:

1. Understand how food, fiber and renewable resource products are produced.
2. Value the essential role of agriculture in maintaining a strong economy.
3. Appreciate the role agriculture plays in providing safe, abundant and affordable products.
4. Acknowledge and consider career opportunities in the agriculture, food, fiber and renewable resources industries.

Major Events in Washington, D.C.

Meet-and-Mingle Luncheon

In 2008, every member of Congress was invited to this high-profile event held in the Hart Senate Office Building. Nearly 150 Senate staff members, corporation and association employees as well as FFA students turned out.



A Celebration of Agriculture Dinner

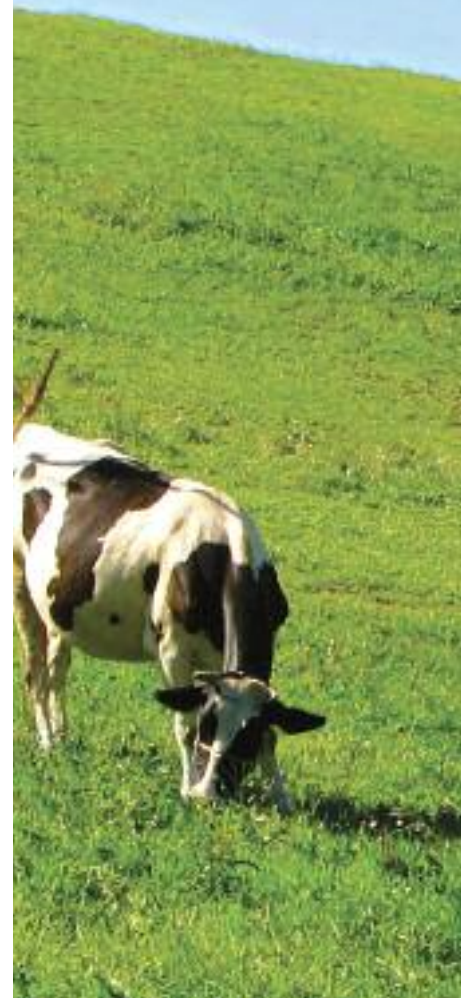
Ag leaders from across the nation united during Ag Week to acknowledge and celebrate the abundance of agriculture. Special guests included high level government officials, as well as national ag leaders.



Similar events will be held in 2009, giving your company the opportunity to be showcased on a national level. Sign up today!

Why is Ag Day a Wise Investment?

- High-profile visibility through national events held in Washington, D.C.
- Prominent exposure through nationwide print and interactive campaign
- Positive industry recognition for your active participation in building awareness of the importance of agriculture



Agriculture!

A Nationwide Campaign

Your sponsorship of Ag Day helps the Agriculture Council of America launch a nationwide campaign. Among the elements created annually:

- Ag Day web site (www.agday.org)
- Ag Day Poster
- Ag Day Planning Guide
- Ag Day Fact Cards
- *Ag Day News*
- Media Tools and more!

These resources help organizations and individuals plan and host successful Ag Day events, heightening the profile of agriculture across the nation!



PHOTO: J. EDDY/CDFAX



Helping Young People Appreciate Agriculture

The Agriculture Council of America (ACA) coordinated the National Ag Day Essay Contest. ACA calls upon seventh- to 12th-grade students nationwide to submit original essays about the importance of agriculture in the United States.

*Ag Day Award Winner
Katlin Wiest with
Secretary of Agriculture
Ed Schafer.*

Celebrations Across the Nation

In communities and schools across the country, Americans join together to learn more about the various aspects of the agriculture industry. As a sponsor, you'll be helping remind all Americans of the integral role of agriculture in our lives.

Be a Part of the Industry Celebration!

As a leader in the industry, you can take an active role in shaping the public's perception of agriculture by being a part of Ag Day. Opportunities are limited, so act now. Join other leading companies to sponsor Ag Day at one of the levels described below.

Yes, my organization will sponsor Ag Day!

Sponsorship Level: Ag Day Champion Plus Ag Day Champion Ag Day Supporter

Contact Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Payment Method: Check Enclosed Bill Me (preferred billing monthly quarterly)

Please complete this form and return it along with your payment to:

Agriculture Council of America
11020 King Street, Ste. 205, Overland Park, KS 66210

Or fax to: (913) 491-6502
Questions? Call (913) 491-1895

Level	Benefits	Company Contribution	Association Contribution
Ag Day Champion Plus	Your logo featured on Ag Day printed materials and on the Ag Day web site Mention of your company in all press releases and media materials Prominent signage and other materials with your logo at major events held in Washington, D.C. Your logo featured in a special "thank you" ad in the April 2009 issue of <i>AgriMarketing</i> magazine Your logo featured in the Ag Day newsletter, distributed to key industry contacts Use of the official Ag Day logo in your publications, advertising and communications	\$10,000	\$2,500
Ag Day Champion	Your company name featured on Ag Day printed materials and on the Ag Day web site Prominent signage and other materials with your company name at major events held in Washington, D.C. Recognition in a special "thank you" ad in the April 2009 issue of <i>AgriMarketing</i> magazine Recognition as a contributor in the Ag Day newsletter, distributed to key industry contacts Use of the official Ag Day logo in your publications, advertising and communications	\$5,000	\$1,000
Ag Day Supporter	Your logo featured on the Ag Day web site Recognition as a contributor in the Ag Day newsletter, distributed to key industry contacts Use of the official Ag Day logo in your publications, advertising and communications	\$2,000	\$500