



A Celebration of Agriculture

2010 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.

A Celebration of Agriculture Dinner

Leaders from across the nation united during Ag Week to celebrate the abundance of agriculture. Special guests included high level government officials, including Secretary of Agriculture, Tom Vilsack.

Meet-and-Mingle Luncheon

In 2009, every member of Congress was invited to this high-profile event held at the Cannon House Office Building. Nearly 150 Senate staff members, corporation and association employees as well as 4-H, AFA and FFA students turned out.

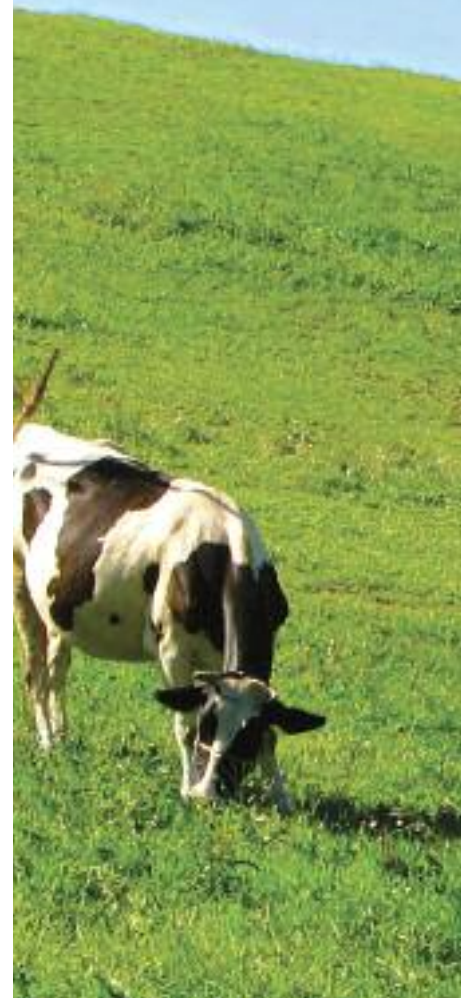


Radio Hall of Fame member Orion Samuelson (l), was emcee at the 2009 dinner which featured Secretary of Agriculture, Tom Vilsack.

Similar events will be held in 2010, 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!



Taking Our Message to the Hill

Every year, 50 outstanding 4-H, AFA and FFA student representatives are awarded a full trip to Washington, D.C., to meet with congressional representatives and deliver the message of Ag Day to our most influential leaders.



Helping Young People Appreciate Agriculture

The Agriculture Council of America (ACA) coordinates 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.



2009 Ag Day Essay Contest winner
Kelly Kohler



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. **Contact us for details on Partner Level sponsorships, the most exclusive Ag Day opportunity.**

Yes, my organization will sponsor Ag Day!

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

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 2010 issue of <i>Agri Marketing</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 Opportunity to be a guest blogger on the Ag Day website, reinforcing your commitment to the mission of Ag Day	\$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 2010 issue of <i>Agri Marketing</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 Opportunity to be a guest blogger on the Ag Day website, reinforcing your commitment to the mission of Ag Day	\$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
Student Sponsor <i>Help a young person attend Ag Day.</i>	Your logo featured on the Ag Day web site Recognition as a student sponsor in the Ag Day newsletter, distributed to key industry contacts Use of the official Ag Day logo in your publications, advertising and communications Recognition during events in Washington, D.C.	\$2,000	\$2,000