EVERYDAY IS
A GOOD DAY
TO BE ON
THE FARM
Who We Are

California Farm Bureau is a non-profit, service-based organization working to protect California’s diverse farming and ranching legacy and enable the whole agricultural community to thrive. We are dedicated to being the foremost advocate, protecting the future and quality of life for all California farmers and ranchers.

Being part of the California Farm Bureau means adding to the combined strength of a membership that includes more than 32,000 farmers, ranchers and families throughout the agricultural community. Together, we work tirelessly to advocate and protect the future and quality of life for all California farmers and ranchers.

“California’s farmers and ranchers feed the nation and the world, but today they face many challenges that make it harder to successfully farm. Fortunately, the California Farm Bureau has been working for its members for over 100 years, advocating on their behalf and providing important services. Farm Credit is proud to help sponsor Farm Bureau’s Annual Meeting, the Young Farmers and Ranchers Discussion Meet and its Young Farmer and Rancher Leadership Conference. We look forward to continue working with Farm Bureau for many years to come.”

FARM CREDIT

“There is no other entity like the California Farm Bureau that can advocate for the entirety of the state’s farmers and ranchers regardless where they may be located, what they produce, or the size of their operations. Such is needed with an agricultural economy as diverse and complex as California’s.”

GEORGE GOUGH, STATE GOVERNMENT AFFAIRS LEAD, WEST, BAYER US CROP SCIENCE
“As a family-owned business, AgroLiquid respects the grass-roots efforts of the California Farm Bureau. By representing our farming and ranching families at all levels, the California Farm Bureau is working to ensure that our agricultural heritage is protected while also producing a diverse and abundant food supply.”

ARMANDO GUTIERREZ, SALES ACCOUNT MANAGER FOR NORTHERN CALIFORNIA AND NEVADA, AGROLIQUID

“Being present when the Californian Farm Bureau gathers is a valuable opportunity for our company to speak with the leaders who represent agriculture in our home state. The conversations that start at this convention continue for the rest of the year.”

JOSH SIMPSON, VICE PRESIDENT, KAMPS PROPANE

“It is important that we, Southern California Edison, stay informed about the challenges and issues that our customers face. Our partnership in supporting the California Farm Bureau and their conference, provides us the opportunity to do that.”

FRANK YANES, SENIOR ACCOUNT MANAGER, SOUTHERN CALIFORNIA EDISON
What Your Support Means to Us
No organization matches the breadth of California Farm Bureau programs to support the full scope of California agriculture. Partnering with the California Farm Bureau means you are showing your support of California farmers and ranchers who are a vital part of local communities, the statewide economy and landscape. In the course of providing people with the world’s finest and most affordable food, fiber and foliage, we also support more than 2.5 million California jobs and more than $46 billion in crop value alone, all while acting as stewards of soil, water, air and open space.

California Farm Bureau derives its strength from its individual members who guide its grassroots policy development. Your sponsorship helps provide the means for us to continue to advocate before local, state and federal elected officials and agencies, and in the media, on behalf of our state’s farmers, ranchers and agricultural businesses.

“The sustainability of agriculture is of utmost importance to AgroLiquid. That is why we choose to partner with the California Farm Bureau. We recognize the Farm Bureau as a collective of innovative agricultural producers working together to build a sustainable future of safe and abundant food, fiber and fuel for the world.”

TROY BANCROFT, PRESIDENT AND CHIEF EXECUTIVE OFFICER, AGROLIQUID
ONCE IN YOUR LIFE YOU MAY NEED A DOCTOR OR LAWYER BUT THREE TIMES A DAY YOU NEED A FARMER
A Farm Bureau annual tradition for over 100 years. Annual Meeting is California Farm Bureau's signature event that gathers county leaders, Farm Bureau staff including Executive Leadership, members and agricultural alliances for three days of networking, breakout sessions, industry updates and more. Attendance includes representation from all county farm bureaus in California.

“The California Farm Bureau annual meeting is an opportunity for farmers, ranchers and industry representatives from throughout the state to come together and discuss policies that will affect their farms, ranches or agribusinesses and the future of agriculture. It’s a chance to participate in educational workshops that help advance leadership skills and gain insight into trends in agriculture — where we become stronger together for California agriculture.”

TERI BONTRAGER, SANTA BARBARA COUNTY FARM BUREAU EXECUTIVE DIRECTOR

“The networking opportunities at California Farm Bureau Annual Meeting are really valuable to me. Having everyone in one spot means that you can easily meet with farmers from other areas to discuss important issues and potential solutions.”

HILARY GRAVES, SAN LUIS OBISPO COUNTY FARM BUREAU PRESIDENT
Title Level Sponsorship | $45,000  Sold

Exclusive opportunity for one (1) company, first come first served. Includes First Right of Refusal

Show your support for California Farm Bureau at the highest level with a Title Level Sponsorship. Highlight your commitment to partnering with California Farm Bureau and supporting our mission.

Print
- Title level sponsorship logo on inside and back of printed Annual Meeting Program
- Full-page ad of your choice in the printed Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital
- Company logo on conference registration website
- Premium logo recognition on annual meeting conference mobile app
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Premium logo recognition in signage on-site
- Premium booth placement in exhibit hall
- Ninety-second video spot played in Registration Area and in General Session (Sponsor to provide video)
- Opportunity for literature distribution in Attendee & VIP gift bags
- Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study
- Ticket Package
- Logo printed on conference lanyard
- Pull-up banner placement in registration area (Sponsor to provide banner)

On-Site includes
- Stage recognition at General Session including opportunity for company representative to be introduced and speak
- Opportunity to present a prize/hold a raffle during Awards Dinner
- Premium General Session & Awards Dinner seating
- Invitation to VIP Presidents Reception
- Opportunity to host an on-site reception

Ticket Package includes
- Up to twelve (12) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
Presenting Level Sponsorship | $35,000

Exclusive opportunity for up to two (2) companies, first come first served. **Includes First Right of Refusal**

Achieve Presenting Level Sponsorship status to showcase your company’s support for California Farm Bureau, our commitment to agriculture and our mission.

**Print**
- Presenting level sponsorship logo on inside cover of printed Annual Meeting Program
- Full-page ad of your choice in the printed Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on annual meeting conference mobile app
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

**On-Site**
- Premium logo recognition in signage on-site
- Opportunity for literature distribution in Attendee & VIP gift bags
- Premium booth placement in exhibit hall
- Sixty-second video spot played in Registration Area and in General Session (Sponsor to provide video)
- Ticket Package
- Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Stage recognition at General Session including opportunity for company representative to be introduced and speak

**On-Site**
- Opportunity to present a prize/hold a raffle during Awards Dinner
- Premium General Session & Awards Dinner seating
- Invitation to VIP Presidents Reception
- Opportunity to host an on-site reception

**Ticket Package includes**
- Up to ten (10) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
Platinum Level Sponsorship | $20,000

Exclusive opportunity for three (3) companies, first come first served. **Includes First Right of Refusal**

Achieve Platinum Level Sponsorship status to showcase your company’s support for California Farm Bureau, our commitment to agriculture and our mission.

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<td>Platinum level sponsorship logo on inside cover of printed Annual Meeting Program</td>
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<td>Half-page ad of your choice in the printed Annual Meeting Program</td>
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<td>Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper</td>
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<tr>
<td>Company logo on conference registration website</td>
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<td>Logo recognition on annual meeting conference mobile app</td>
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<tr>
<td>Logo recognition in four (4) email blasts to CAFB members &amp; conference attendees</td>
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<tr>
<td>Opportunity for two (2) Social Media Posts across CAFB Social Media platforms</td>
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<tr>
<td>Premium logo recognition in signage on-site</td>
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<td>Opportunity for literature distribution in Attendee &amp; VIP gift bags</td>
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<tr>
<td>Premium booth placement in exhibit hall</td>
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<td>Sixty-second video spot played in Registration Area and in General Session (Sponsor to provide video)</td>
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<td>Ticket Package</td>
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<td>Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study</td>
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<td>Pull-up banner placement in registration area (Sponsor to provide banner)</td>
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<td>Stage recognition at General Session</td>
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<td>Invitation to VIP Presidents Reception</td>
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**Ticket Package includes**

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<tr>
<td>Up to eight (8) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon &amp; General Session VIP tickets</td>
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Gold Level Sponsorship | $10,000

**Print**
- Gold Level sponsorship logo inside printed Annual Meeting Program
- ¼ page ad inside Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on annual meeting conference mobile app
- Logo recognition in two (2) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

**On-Site**
- Premium logo recognition in signage on-site
- Opportunity for literature distribution in Attendee & VIP gift bags
- Booth placement in exhibit hall
- Thirty-second video spot played in Registration Area and in General Session (Sponsor to provide video)
- Ticket Package
- Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study.
- Invitation to VIP Presidents Reception

**Ticket Package includes**
- Up to six (6) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets

Silver Level Sponsorship | $5,000

**Print**
- Logo inside printed Annual Meeting Program
- Opportunity for literature distribution in Attendee & VIP gift bags
- Booth placement in exhibit hall
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on annual meeting conference mobile app

**On-Site**
- Logo recognition in signage on-site
- Opportunity for literature distribution in Attendee & VIP gift bags
- Booth placement in exhibit hall
- Ticket Package
- Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study.

**Ticket Package includes**
- Up to four (4) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
Bronze Level Sponsorship | $2,500
California Farm Bureau Member Price $2,250

Exhibitor Special!
Promote your brand with an exhibitor booth in the Trade Show.

California Farm Bureau Member Lounge | $6,500

Exclusive opportunity for one (1) Sponsorship.
Includes First Right of Refusal
You can be the exclusive host of the CAFB Member Lounge where members and key CAFB leaders from throughout the state will gather daily to re-charge and take advantage of a professional photographer and social media branding specialists.

Print
- Logo inside printed Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital
- Company logo on conference registration website
- Logo recognition on annual meeting conference mobile app

On-Site
- Logo recognition in signage on-site
- Opportunity for literature distribution in Attendee & VIP gift bags
- Booth placement in exhibit hall
- Ticket Package
- Presentation – twenty-minute presentation time slot on the Trade Show Spotlight Stage in the Exhibit Hall. The presentation can be a product demonstration, panel discussion or company case study

Ticket Package includes
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets

Print
- Logo inside printed Annual Meeting Program as the official sponsor of the CAFB Member Lounge
- ¼ page ad inside Annual Meeting Program
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

Digital
- Company logo on conference registration website
- Logo recognition on annual meeting conference mobile app

On-Site
- Signage at Conference Registration & in CAFB Member Lounge
- Opportunity for literature distribution in Attendee & VIP gift bags
- Tabling Opportunity inside CAFB Member Lounge
- Ticket Package

Ticket Package includes
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms
California Farm Bureau Awards of Excellence Sponsorship | $6,000

Exclusive opportunity for one (1) company, first come first served.
Includes First Right of Refusal

Align your company with the California Farm Bureau county award process from start to finish. This opportunity will provide you with six months of exposure to CAFB members and county leaders.

**Print**
- Logo inside printed Annual Meeting Program as the official sponsor of the CAFB Awards of Excellence
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on Annual Meeting Conference Mobile App as the official sponsor of the CAFB Awards of Excellence
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms

**On-Site**
- Signage at Conference Registration
- Opportunity for literature distribution in Attendee & VIP gift bags
- Stage recognition at Awards Dinner
- Ticket Package

**Ticket Package includes**
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets

California Farm Bureau Farm Dog Contest | $3,500

Exclusive opportunity for two (2) companies.
Includes First Right of Refusal

Position your organization with Man's Best Friend on the Farm by sponsoring California Farm Bureau's Farm Dog Contest.

**Print**
- Logo inside printed Annual Meeting Program as the official sponsor of the CAFB Farm Dog Contest
- Recognition in ¼ page ad in Ag Alert® newspaper
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on Annual Meeting Conference Mobile App as the official sponsor of the CAFB Farm Dog Contest
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Sponsorship recognition in minimum of six (6) Social Media Posts across CAFB Social Media platforms

**On-Site**
- Signage at Conference Registration
- Opportunity for promotional materials distribution in Attendee & VIP gift bags
- Stage recognition at Awards Dinner
- Ticket Package

**Ticket Package includes**
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
California Farm Bureau
Monday Lunch Sponsor | $5,000

Exclusive opportunity for one (1) Sponsorship, first come first served.

**Includes First Right of Refusal**

You can be the exclusive sponsor of the CAFB Monday Lunch held on Monday, December 6. Get your brand in front of members and attendees as they meet, eat and refresh for the second half of the day.

**Print**
- Logo inside printed Annual Meeting Program as the official sponsor of the CAFB Monday Lunch
- Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition on Annual Meeting Conference Mobile App as the official sponsor of the CAFB Monday Lunch

**On-Site**
- Signage at Conference Registration & at the CAFB Monday Lunch
- Small signage on luncheon tables
- Opportunity for literature distribution in Attendee & ViP gift bags
- Ticket Package

**Ticket Package includes**
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session ViP tickets
Farm Bureau unites farmers to be the voice of agriculture.
AG stands for “advocacy” and “grassroots,” and that is just what Farm Bureau leaders from throughout California bring to the state Capitol in Sacramento. During this 3-day conference members learn the tools they need to advocate effectively with their legislators and meet with elected representatives to stress the role state legislation can play in securing California’s position as the nation’s No. 1 agricultural state.

The Capitol AG Conference marks a key date in the annual California Farm Bureau policy-making calendar. Issue Advisory Committees meet to discuss how to hone California Farm Bureau policy that will ultimately be finalized by delegates to the Annual Meeting. That’s the grassroots process that makes California Farm Bureau advocacy so effective.
Title Sponsorship | $6,000
Exclusive opportunity for one (1) company, first come first served. 
Includes First Right of Refusal
Position your company with the kick-off to California Farm Bureau’s annual advocacy season and leadership session.

Print
- Logo recognition in printed Capitol Ag Conference Program as the title sponsor
- Recognition as official sponsor in up to three (3) ads in Ag Alert® newspaper

Digital
- Company logo on conference registration website
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Logo recognition in signage on-site
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Premium General Session seating
- Four (4) complimentary registrations, including meals
- Invitation to Legislative Reception for up to four (4) attendees

Legislative Briefing Luncheon Sponsorship | $2,500
Align your organization with California Farm Bureau’s legislative efforts and the annual kick-off to our policy making process.

Print
- Logo recognition in printed Capitol Ag Conference Program as the Legislative Briefing Luncheon sponsor
- Recognition as official sponsor in up to three (3) ads in Ag Alert® newspaper

Digital
- Company logo on conference registration website
- Logo recognition in four (4) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Logo recognition in signage on-site
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Premium General Session seating
- Two (2) complimentary registrations, including meals
- Invitation to Legislative Reception for up to two (2) attendees
Coffee Break Sponsor | $2,500

Gain exposure and brand recognition with key California Farm Bureau leaders and members throughout with the three day conference.

**Print**
- Logo recognition in printed Capitol Ag Conference Program as the Coffee Break sponsor
- Company recognition in up to three (3) ads in Ag Alert® newspaper

**Digital**
- Company logo on conference registration website
- Logo recognition in two (2) email blasts to CAFB members & conference attendees
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

**On-Site**
- Logo recognition in signage on-site
- Pull-up banner placement in registration area (Sponsor to provide banner)
- Premium General Session seating
- Two (2) complimentary registrations, including meals
- Invitation to Legislative Reception for up to two (2) attendees
Young Farmers and Ranchers

Cultivating Leaders in Agriculture and Farm Bureau
The Young Farmers & Ranchers Program gives agriculturalists between the ages of 18 and 35 the opportunity to develop leadership skills through involvement in Farm Bureau at the county, state, and national levels. YF&R members are a vital part of the organization. Each member’s efforts help California Farm Bureau to effectively represent the diversity of farmers and ranchers across the state.

“YF&R has provided extensive networking opportunities which have allowed me to form both professional and personal relationships. It also keeps me up to date with issues affecting agriculture.”

ANDREW HOUTBY, VICE PRESIDENT FARM CREDIT WEST

“I joined YF&R so that I could get involved and meet people my age that were also super-passionate about agriculture. I love the experience of conference. I love getting to see agriculture from different counties across the state because it’s different in every county; I’ve learned so much about things I’ve never known, and I’ve met a lot of friends.”

DANIELLE NUTTALL, STUDENT, SHASTA COLLEGE
## Regional Agriculture Professional Development Event Sponsor | $3,500

Show your support for developing future leaders in the agriculture industry by aligning your organization with regional professional development events.

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<tbody>
<tr>
<td>Recognition in press release</td>
<td>Recognition on CA YF&amp;R website</td>
<td>20-minute speaking opportunity during the program</td>
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<tr>
<td>Recognition in feature article in Ag Alert® newspaper</td>
<td>Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms</td>
<td>Opportunity for literature distribution to attendees</td>
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## Summer Leaders Meeting | $5,000

Align your company with this one-day event supporting the leaders of the County YF&R Committees. Share leadership perspectives with the folks working grassroots efforts to promote California agriculture and Farm Bureau.

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<tr>
<td>Logo printed on meeting agenda</td>
<td>Opportunity to present a one-hour workshop</td>
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<tr>
<td>Recognition in feature article in Ag Alert® newspaper</td>
<td>Pull-up banner placement in registration area (Sponsor to provide banner)</td>
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<tr>
<td>Company logo on meeting registration website</td>
<td>Invitation to attend evening networking activity</td>
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<tr>
<td>Logo recognition in four (4) email blasts to YF&amp;R members and meeting attendees</td>
<td><strong>Digital</strong></td>
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<tr>
<td>Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms</td>
<td><strong>Recognition on YF&amp;R website</strong></td>
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<td>Recognition on YF&amp;R website</td>
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Awards and Contests

Show your support of Young Farmers and Ranchers who are going above and beyond to make a positive impact on the agriculture industry and in their communities. Your sponsorship will be featured throughout the year as the Platinum or Gold Level sponsor of the Excellence in Agriculture Award, Achievement Award and the Discussion Meet Contest, all culminating in the presentation of awards and contest winners at the CAFB Annual Meeting in Garden Grove, CA, December 5-8, 2021.

Platinum Level | $7,500

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<tr>
<td>Platinum Level sponsorship logo inside printed Annual Meeting Program</td>
<td>Recognition during the YF&amp;R awards presentation at CAFB Annual Meeting</td>
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<tr>
<td>Inclusion in sponsor recognition special pull-out insert in Ag Alert® newspaper</td>
<td>Recognition during the awards banquet at the YF&amp;R Conference</td>
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<tr>
<td>Company logo on CAFB Annual Meeting registration website</td>
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<tr>
<td>Company logo on YF&amp;R website</td>
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<tr>
<td>Logo recognition on CAFB Annual Meeting mobile app</td>
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<tr>
<td>Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms</td>
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Gold Level | $3,500

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<tr>
<td>Logo inside printed CAFB Annual Meeting Program</td>
<td>Recognition during YF&amp;R award presentation at CAFB Annual Meeting</td>
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<tr>
<td>Company logo on YF&amp;R conference registration website</td>
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<tr>
<td>Logo recognition on CAFB Annual Meeting mobile app</td>
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<tr>
<td>Company logo on YF&amp;R website</td>
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<tr>
<td>Sponsorship recognition in minimum of two (2) Social Media Posts across CAFB Social Media platforms</td>
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Show your support of the next generation of farmers, ranchers, and agriculturalists by sponsoring the YF&R State Conference. This two-day leadership conference is attended by more than 150 YF&Rs from across California and neighboring states. The conference is an opportunity to network with other YF&Rs, gain insight and ideas for building a better local YF&R program and receive updates on key issues and topics affecting the agriculture industry and young agriculturalists in California.

“We heard during our farm tours how much regulations affect day-to-day business, at the conference we learned what Farm Bureau does to educate our legislators, policymakers and regulators of how these things impact us. The YF&R Conference helps develop future leaders in Farm Bureau, in agriculture and our communities.”

DANIEL BAYS, PARTNER, BAYS FARMS

“At the conference there is a good combination of learning and networking. The workshops and speakers help members understand what is going on in the agriculture industry and the tours give us the opportunity to see it in action, to see how what we learn from industry professionals actually impacts producers.”

BRODIE MCCARTHY, VINEYARD MANAGER, E & J GALLO WINE COMPANY
### YF&R State Conference

#### Gold Level Sponsorship | $10,000

Exclusive opportunity for one (1) company, first come first served.

**Includes First Right of Refusal**

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<tbody>
<tr>
<td>Logo recognition in printed conference program</td>
<td>Recognition in the script during the general session</td>
<td>Logo on conference registration website</td>
<td>Logo on YF&amp;R Conference signage</td>
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<tr>
<td>Recognition in Ag Alert® newspaper article</td>
<td>Recognition in the PowerPoint during general session</td>
<td>Logo on YF&amp;R website</td>
<td>Display of company banner in general session room (Sponsor to provide banner)</td>
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<tr>
<td>Recognition in press release</td>
<td>Premium placement of company banner in general session room (Sponsor to provide banner)</td>
<td>Logo recognition on conference mobile app</td>
<td>Opportunity for marketing materials to be placed on the table during a meal function</td>
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<td>Two (2) complimentary conference packages</td>
<td>Sponsorship recognition in minimum of six (6) Social Media Posts across CAFB Social Media platforms</td>
<td>Two (2) complimentary conference packages</td>
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<td>5-minute speaking slot during one of the general sessions on Saturday</td>
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<td>Display table in registration area</td>
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**Conference Package Includes**
- Conference registration and up to two (2) tickets to Welcome reception, Ag Tours, Meals, Opening Session, General Session including breakout sessions and Closing night awards banquet

### YF&R State Conference

#### Silver Level Sponsorship | $5,000

<table>
<thead>
<tr>
<th>Print</th>
<th>On-Site</th>
<th>Digital</th>
<th>Conference Package Includes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo recognition in printed conference program</td>
<td>Recognition in Ag Alert® newspaper article</td>
<td>Logo on conference registration website</td>
<td>Conference registration and up to two (2) tickets to either the Saturday lunch session or Saturday night awards banquet</td>
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<tr>
<td>Recognition in press release</td>
<td>Recognition in Ag Alert® newspaper article</td>
<td>Logo on YF&amp;R website</td>
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<tr>
<td></td>
<td>Recognition in press release</td>
<td>Logo recognition on conference mobile app</td>
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<tr>
<td></td>
<td></td>
<td>Sponsorship recognition in minimum of four (4) Social Media Posts across CAFB Social Media platforms</td>
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YF&R State Conference
Bronze Level Sponsorship | $2,000

Print
- Logo on YF&R Conference signage
- Logo recognition in printed conference program

Digital
- Logo on YF&R webpage
- Logo recognition on conference mobile app
- Sponsorship recognition in minimum of two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Opportunity for marketing materials to be placed on the table during a meal function
- Two (2) complimentary conference packages
- Display table in registration area

Conference Package Includes
- Conference registration fees for up to two (2) attendees
Leadership Farm Bureau (LFB) is a leadership development program sponsored by the California Farm Bureau and is the one program in California Farm Bureau that is specifically designed to develop and invest in Farm Bureau leaders. The program provides perspective and training in the areas of personal development, public speaking, working with the media, political advocacy, government structure, key political issues in agriculture and the Farm Bureau organization and structure. The program includes more than 250 hours of instruction during seven sessions.

“LFB was an eye-opening experience. Seeing other operations in other states and around California was enlightening. I appreciated the effort put forth by the program to give the class exposure on how to educate and prepare. Going through LFB offers an experience that I otherwise would not have garnered!”

SHANE BICKNER, CROP GROWER, WOOLF ENTERPRISES

“LFB gave me the opportunity to expand my knowledge of current issues facing California agriculture. The sessions, speakers, and tours provided information that gave me the courage to serve as a better advocate for our industry. I would encourage anyone in the agriculture industry to take advantage of this opportunity!”

ANNA GENASCI, FARM NEWS EDITOR, STANISLAUS COUNTY FARM BUREAU
Leadership Farm Bureau Program Sponsor | $7,500

Exclusive opportunity for one (1) company, first come first served. Show your support for the future leaders and their commitment to agriculture and Farm Bureau.

Print
- Logo printed on program promotion materials
- Logo printed in end-of-the-year program
- Logo inside printed Annual Meeting Program
- Company recognition in a press release
- Inclusion in Ag Alert® newspaper article about LFB
- Recognition in a press release

On-Site
- Speaking opportunity at one of the leadership sessions
- Opportunity to provide a field trip location for issues sessions
- Recognition during the graduation at Annual Meeting
- Inclusion in the LFB video shown at Annual Meeting

Digital
- Logo recognition on LFB webpage
- Opportunity for six (6) Social Media Posts across CAFB Social Media platforms
- Inclusion in the LFB video on CFBF.com

Agriculture Issues Session Sponsor | $5,000

Exclusive opportunity for one (1) company, first come first served. Align your company with education and resources to help participants understand how issues impact agricultural producers.

Print
- Logo printed in end-of-the-year program
- Company recognition in press release
- Inclusion in Ag Alert® newspaper feature article

On-Site
- Speaking opportunity on agricultural issues
- Participation in a day of tours with the class
- Inclusion in the LFB video shown to general membership at Annual Meeting

Digital
- Logo recognition on LFB webpage
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms
- Inclusion in the LFB video on CFBF.com
Leadership Farm Bureau Reception Sponsor | $2,500

Exclusive opportunity for two (2) companies, first come first served.
Show your support for the newest leaders of agriculture and Farm Bureau as they are honored for completing the program during a reception held at Annual Meeting in Garden Grove, CA, December 5–8, 2021.

Print
- Logo on invitation sent to current and past LFB class members and CAFB leaders.

Digital
- Company recognition on LFB website
- Logo recognition on two (2) email blasts to LFB Alumni
- Sponsorship recognition in minimum of two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Logo recognition on signage
- Pull-up banner placement in reception (Sponsor to provide banner)
- Annual Meeting ticket package

Ticket Package includes:
- Up to two (2) complimentary meeting registrations including tickets to Awards Dinner, Trade Show reception, Monday luncheon & General Session VIP tickets
Collegiate Member FFA Program

FARM BUREAU INVESTS IN THE FUTURE OF AGRICULTURE
Collegiate Member FFA Program | $3,500

Exclusive opportunity for two (2) companies, first come first served.

Includes First Right of Refusal

Align your company with California’s best and brightest high school seniors in agriculture by sponsoring the Collegiate Member FFA Program. Every spring California Farm Bureau awards up to seventy-five collegiate memberships to FFA students from throughout the state who are selected to participate in the Sacramento Leadership Experience. Collegiate memberships provide these students with an entry level membership to California Farm Bureau to help them continue their commitment to California agriculture.

Print
- Company logo and recognition on award letters
- Company recognition in Ag Alert® newspaper

Digital
- Logo recognition in two (2) email blasts to new collegiate members
- Opportunity for two (2) Social Media Posts across CAFB Social Media platforms

On-Site
- Stage announcement recognition during award letter ceremony
Presenting Sponsor | $20,000

Exclusive opportunity for two (2) companies, first come first served.

Includes First Right of Refusal

Align your company on an annual basis with California Farm Bureau's newest member benefit!

Farm Bureau Extension: CE Series is a free educational program for agricultural members throughout the state. The series features educational content presented virtually that helps meet members’ CE requirements for pesticide licensing and more. Select topics will be presented in Spanish.

Farm Bureau Extension will be promoted to all members before and during the series presented throughout 2022. This new, exclusive opportunity is available for up to two (2) companies.

### Print
- Inclusion in eight (8) quarter-page ads in Ag Alert® newspaper, the most well-read ag publication in California.

### Digital
- Company logo and link on event registration website (February–November 2022)
- Logo recognition in minimum of eight (8) email blasts to Farm Bureau members & CE Series attendees
- Logo recognition in minimum of six (6) social media posts across CAFB Social Media platforms
- Opportunity for three (3) Social Media Posts across CAFB Social Media platforms (Sponsor to provide content)
- Digital Web banners on Ag Alert.com (Sponsor to provide banners; up to 2 months of placement)

### During Event
- Company logo on welcome slide of webinar and verbal sponsorship recognition by webinar moderator
- Commercial 1 x 30–60 seconds per session to run during 5–10 minutes before start of each session as participants login (Sponsor to provide commercial)

### Class dates for 2022
(each class is 1 hour in length)

<table>
<thead>
<tr>
<th>February 24</th>
<th>July 21</th>
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<tr>
<td>March 31</td>
<td>September 1</td>
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<tr>
<td>May 5</td>
<td>October 13</td>
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<td>June 9</td>
<td>November 10</td>
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Exhibit and Sponsor Contacts

For Exhibit and Sponsor leads contact:

Lori Kinsey
California Farm Bureau
916.561.5594
sponsorship@cfbf.com