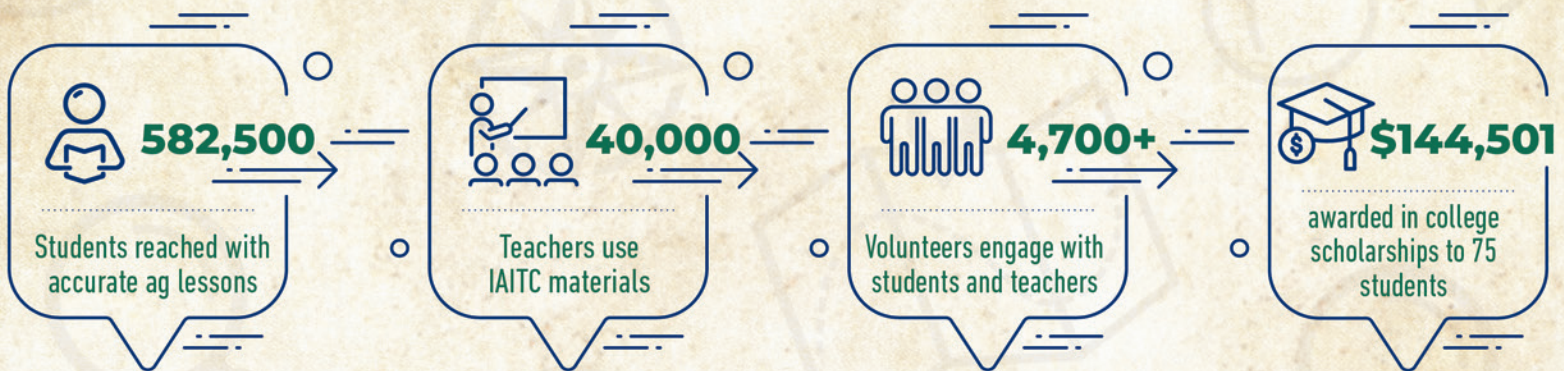




## SPONSORSHIP OPPORTUNITIES

Saturday, August 3 | Calhoun & Jersey Counties

Your sponsorship helps grow the future of agriculture through education:



Each opportunity is designed to provide unique recognition including:

- ✓ In-Person Interaction
- ✓ Long Lasting Impression
- ✓ Day of Recognition
- ✓ Extended Visibility

Depending on your sponsorship level, your visibility can reach:

**FarmWeek.**  
Reaches 70,000 farmers

**FarmWeek Now.com**  
Average of 91,000 views per month

**f** 49k+ Followers  
Combined with IAAF, IAITC & IFB

**t** 18k+ Followers  
Combined with IAAF, IAITC & IFB

**ig** 7k+ Followers  
Combined with IAAF, IAITC & IFB



# The AgMazing Race

## SPONSORSHIP OPPORTUNITIES

Saturday, August 3

	Pit Stop \$5,000	Race Kickoff \$2,500	Fundraising Technology \$1,500	Route \$1,000	Rest Stop \$500	Race \$250	Supporter \$100
Exclusive Opportunity	Compass						
Recognition Based on Sponsorship	Compass	Compass	Compass	Compass	Compass		
In-Person Interaction	Compass	Compass					
Recognition on Overall Signage	Compass	Compass	Compass	Compass	Compass	Magnifying Glass	Magnifying Glass
Recognition on IAAF Website	Compass	Compass	Compass	Compass	Magnifying Glass	Magnifying Glass	
Recognition in Combined Pre-Event Social Post	Compass	Compass	Compass	Compass	Magnifying Glass	Magnifying Glass	
Recognition in Combined Post-Event FarmWeek Ad	Compass	Compass	Compass	Compass			
Mention in Pre-Event Email to all Participants	Magnifying Glass	Magnifying Glass	Magnifying Glass				

Compass = Logo Recognition    Magnifying Glass = Name Recognition



**HAVE QUESTIONS OR READY  
TO MAKE A COMMITMENT?**

Scan the QR Code or visit [www.iaafoundation.org](http://www.iaafoundation.org)  
Commitments Appreciated by July 1

**309.557.2230**  
**bbeisiegel@ilfb.org**



# SPONSORSHIP OPPORTUNITIES

## **PIT STOP SPONSOR** *(Exclusive Sponsorship)*

**\$5,000**

The participants have made it back to home base & are eagerly awaiting the results! Help welcome back & feed this famished crew after a busy afternoon of racing around the counties for ag literacy.

- ✓ Branded Post-Event Dinner
- ✓ In-Person Interaction & Podium Remarks encouraged
- ✓ Logo Recognition on Overall Signage & IAAF Website
- ✓ Mention in Pre-Event email to participants
- ✓ Logo Recognition in Combined Pre-Event Social Post & Post-Event FarmWeek Ad

## **KICKOFF SPONSOR** *(Limited to first 3 sponsors)*

**\$2,500**

Help welcome participants with a great first impression! From a branded info packet & item at registration, to our race kickoff with a possible extra hint from you, participants will be prepared for a great race ahead.

- ✓ Branded Info Packet & Item
- ✓ In-Person interaction encouraged
- ✓ Logo Recognition on Overall Signage & IAAF Website
- ✓ Mention in Pre-Event email to participants
- ✓ Logo Recognition in Combined Pre-Event Social Post & Post-Event FarmWeek Ad

## **FUNDRAISING TECHNOLOGY SPONSOR** *(Limited to first 5 sponsors)*

**\$1,500**

Help take fundraising to the next level by allowing for participants to ask for donations virtually from family & friends, raising more for ag literacy & increasing their chance to win!

- ✓ Logo on Fundraising Platform providing extended visibility to Non-Participants
- ✓ Logo Recognition on Overall Signage & IAAF Website
- ✓ Mention in Pre-Event email to participants
- ✓ Logo Recognition in Combined Pre-Event Social Post & Post-Event FarmWeek Ad



# SPONSORSHIP OPPORTUNITIES

## ROUTE SPONSOR *(Limited to first 8 sponsors)*

**\$1,000**

Maps & directions are key to navigating the race successfully. Help participants get around the counties without getting too lost *(a little lost is part of the fun)!*

- ✓ Logo on Maps & Route Signage
- ✓ Logo Recognition on Overall Signage & IAAF Website
- ✓ Logo Recognition in Combined Pre-Event Social Post & Post-Event FarmWeek Ad

## REST STOP SPONSOR *(Limited to first 8 sponsors)*

**\$500**

Help keep participants hydrated and headed in the right directions! These branded stations provide water, light snacks, & knowledgeable volunteers to give directions & maybe a hint or two.

- ✓ Logo at Rest Stops
- ✓ Logo Recognition on Overall Signage at Event
- ✓ Name Recognition on IAAF Website & in Combined Pre-Event Social Post

## RACE SPONSOR

**\$250**

Sponsorships make the AgMazing Race possible! Show your support and highlight your brand with both day of recognition & extended visibility.

- ✓ Name Recognition on Overall Signage at Event
- ✓ Name Recognition on IAAF Website & in Combined Pre-Event Social Post

## AGMAZING SUPPORTER

**\$100**

Become a Race Supporter by making a donation to the IAA Foundation. This sponsorship is designed for individuals and small businesses who want racers to see their support.

- ✓ Name Recognition on Overall Signage at Event



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Commitments Appreciated by July 1