

# 71<sup>st</sup> Annual Meeting

Sponsorship and Branding Opportunities



Pennsylvania Farm Bureau (PFB) would like to invite you to sponsor our 71st Annual Meeting, being held November 15-17, 2021 at the Hershey Lodge, Hershey, Pennsylvania.

As the Commonwealth's largest farm organization, PFB represents farms of every size and commodity. Perhaps the most important days on PFB's calendar, farm leaders from across the state meet to debate the policy positions of the organization and set PFB's agenda for the coming year.



With sponsorship levels ranging from \$500 - \$7,000, we offer many valuable sponsorship opportunities. This year, we will also have an annual meeting phone app that adds to the experience of the in-person event and enables members to engage in some aspects virtually. As a sponsor, your reach will not only be to those attending the meeting in person, but also those who engage virtually.

*Please Note: These contributions are not deductible as a charitable contribution, but may be deductible as ordinary and necessary business expenses; please consult your attorney and/or tax preparer.*

Pennsylvania Farm Bureau (PFB) reserves the right to decline sponsorship offers the organization deems unacceptable, either because of inconsistency with PFB's mission, vision and policy objectives or non-compete agreements with current service providers or affiliate companies.

Advertising and branding opportunities are available to fit any budget. Your biggest return for this cost-effective sponsorship is prime visibility with a targeted audience of agriculture's decision makers. Partnership opportunity inquiries may be directed to:

**Kim Flegal**

Special Events Coordinator  
klflegal@pfb.com  
717-731-3580

 **Pennsylvania Farm Bureau**

510 S. 31st Street | P.O. Box 8736  
Camp Hill, PA 15001-8736  
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## Sponsorship Opportunities

2021 Annual Meeting



# SPONSORSHIP LEVELS

## Premier \$7,000 (3 available)

### SPONSOR OF MONDAY & TUESDAY BANQUETS AND PROGRAM OF EVENTS

Plus:

- Video commercial played during in-person event
- Recognition from podium
- 10 tickets to banquet and sponsor reception
- Logo in program & slideshow
- Onsite acknowledgement with signage
- Gobo projection of logo
- Logo on splash-page of virtual platform
- Logo on virtual rotating banner, exclusive, 3 times per rotation
- Virtual expanded sponsor page
- Virtual gaming incentive points (6x)
- Virtual push notifications (2)
- Two full page ads in our member publication

## Diamond \$5,000 (4 available)

### SPONSOR OF TUESDAY PRESIDENT'S LUNCH AND LANYARDS

Plus:

- Video commercial played during in-person event
- Recognition from podium
- 10 tickets to banquet and sponsor reception
- Logo in program & slideshow
- Onsite acknowledgement with signage
- Logo on virtual rotating banner, exclusive, 2 times per rotation
- Virtual expanded sponsor page
- Virtual gaming incentive points (5x)
- Virtual push notifications (1)
- Two half page ads in our member publication

## Platinum \$3,500 (4 available)

### SPONSOR OF VOTING DELEGATE SESSION AND WI-FI

Plus:

- Video commercial played during in-person event
- Recognition from podium
- 8 tickets to banquet and sponsor reception
- Logo in program & banquet slideshow
- Onsite acknowledgement with signage
- Logo appears on virtual rotating banner, exclusive, 1 time per rotation
- Virtual expanded sponsor page
- Virtual gaming incentive points (4x)
- Virtual push notifications (1)
- Two quarter page ads in our member publication

## Gold \$2,000

### Choice of Following Branding Opportunities:

- PFB Information/Registration Desk (2 available)
- Key Note Speaker (2 available)
- Hotel Key Cards (2 available)
- Milk Sponsor of all Meals (1 available)
- Women's Leadership Comm. Luncheon (2 avail.)
- Young Ag Professional Auction (2 available)
- Young Ag Professional Discussion Meet Finals (2 available)
- FFA/4H Overnight Accommodations (2 available)
- Ice Cream Social (2 available)
- Health Fair Beverage Station (2 available)

Plus:

- Recognition from podium
- 6 tickets to banquet and sponsor reception
- Logo in program & banquet slideshow
- Onsite acknowledgement with signage
- Logo appears on virtual rotating banner with 2 others, 1 time per rotation
- Virtual expanded sponsor page
- Virtual gaming incentive points (3x)
- Two 1/8 page ads in our member publication

## Silver \$1,000

- 4 tickets to banquet and sponsor reception
- Logo in program & banquet slideshow
- Onsite acknowledgement with signage
- Logo appears on virtual rotating banner with 3-4 others, 1 time per rotation
- Virtual expanded sponsor page
- Virtual gaming incentive points (2x)
- One 1/8 page ad in our member publication

## Bronze \$750

- 2 tickets to banquet and sponsor reception
- Logo in program & banquet slideshow
- Onsite acknowledgement with signage
- Virtual gaming incentive points (1)

## Supporting \$500

- 2 tickets to banquet and sponsor reception
- Logo in program & banquet slideshow
- Onsite acknowledgement with signage

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717-731-3580