

JANUARY 8-13

2027

CHARLOTTE • NC



DRIVEN TO LEAD

FUELED BY COMMUNITY

AMERICAN FARM BUREAU® CONVENTION

SPONSORSHIP & EXHIBITOR OPPORTUNITIES



BECOME A SPONSOR OF THE AMERICAN FARM BUREAU CONVENTION

Network with the leaders that influence ag policy, capture the attention of ag decision makers, and appeal to the ag industry's up-and-coming leaders.

Who attends?

- ★ State Farm Bureau Leaders
- ★ Policy Makers & Influencers
- ★ Young Farmers & Ranchers
- ★ Women Leaders in Ag
- ★ Agribusinesses
- ★ Farm & Ranch Owners & Managers
- ★ FFA, 4-H, MANRRS, & AFA Leaders
- ★ Leading Ag Entrepreneurs & Innovators

Media Coverage

- ★ **More than 1,700** articles, TV clips, and radio spots generated
- ★ Potential reach of more than **1.5 billion**
- ★ **Covered by trusted agricultural outlets** including Farm Progress, Progressive Farmer, RFD-TV, and Agri-Pulse
- ★ **Attended by nearly 100** agriculture media professionals
- ★ **Global coverage** from 10 countries, including Argentina, Canada, China, India, and Spain



A CONVENTION BACKED BY RECOGNIZED BRANDS

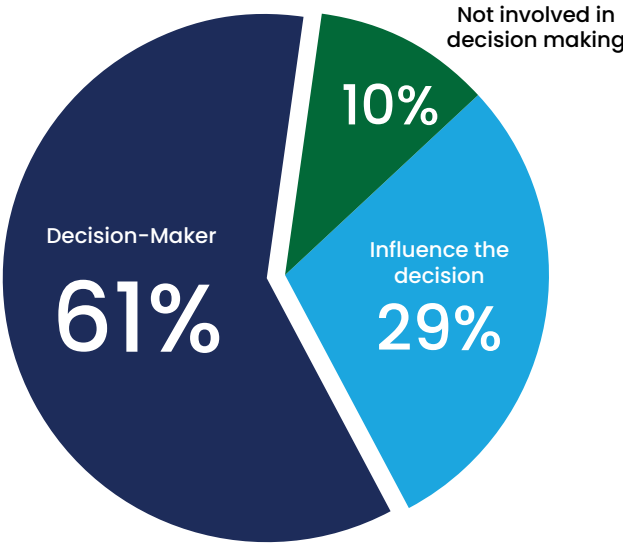
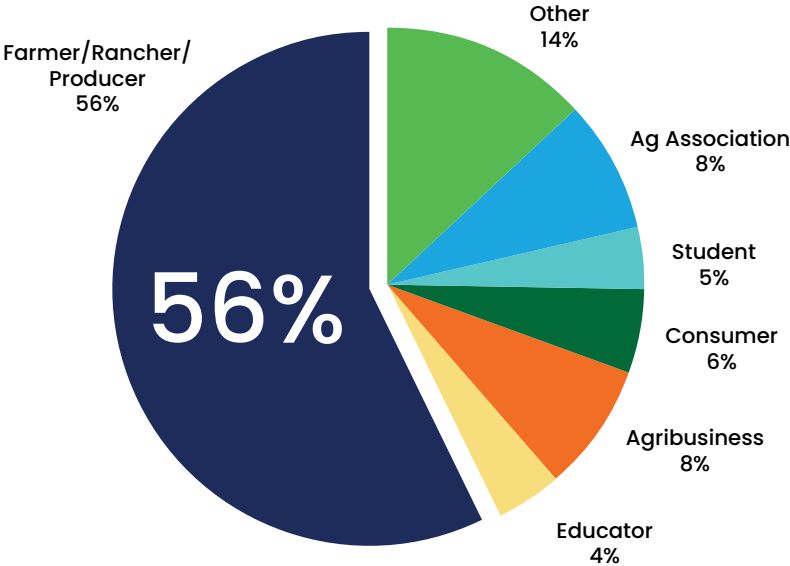
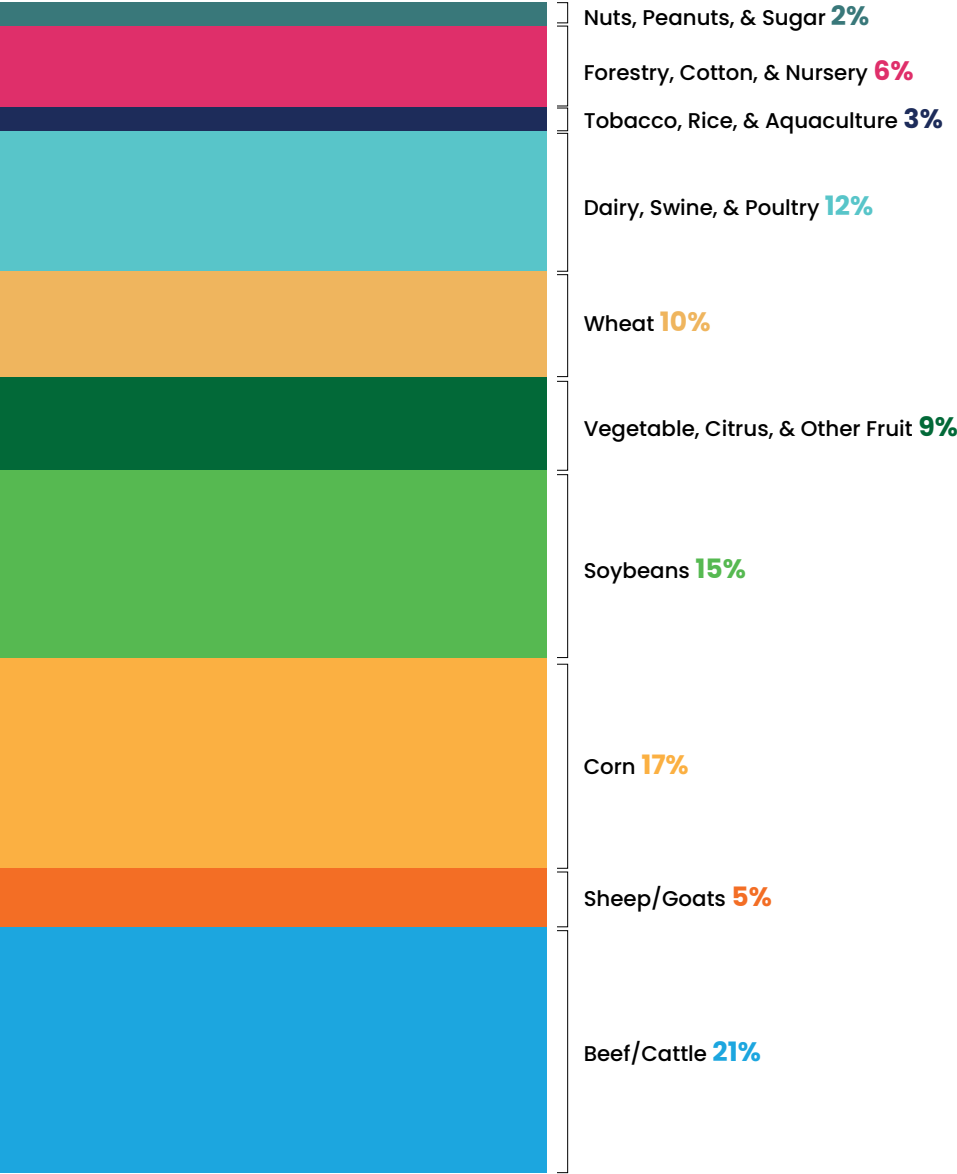
Sponsors from across agriculture, technology, finance, communications, and consumer goods come together to support the Convention each year.

Past Sponsors



ATTENDEES BY THE NUMBERS

Don't miss your chance to put your company top of mind with the country's most influential ag producers.



Data sourced from American Farm Bureau registration and represents average attendance from 2024–2026.

2027 AMERICAN FARM BUREAU CONVENTION SPONSORSHIP OPPORTUNITIES

The below recognition is based on contribution totals, inclusive of all programs and events sponsored throughout 2027.

	\$100,000+	\$50,000+	\$25,000+	\$10,000+	\$5,000+	\$2,500+
Sponsor logo acknowledgment on Convention website	★	★	★	★	★	★
Complimentary sponsor registrations	12	10	8	6	4	2
Trade Show booth space, if exhibiting*	20'x20'	20'x20'	10'x20'	10'x20'	10'x10'	10'x10'
Additional complimentary Trade Show exhibitor registrations**	8	8	4	4	2	2
Sponsor logo acknowledgment in Convention printed program and digital platforms	★	★	★	★	★	
Sponsor logo acknowledgment on General Session program transitions and event signage	★	★	★	★		
Sponsor logo acknowledgment in Convention emails	★	★	★			
Brand/mission-based sponsor acknowledgment in printed program*	Full page	Half page	Quarter page			
30-second brand/mission-based video to play at General Session pre-shows and digital signage during Convention**	★					
Sponsor logo acknowledgment on escalator decals	★					
Access to private meeting room space in Convention Center to host Farm Bureau leadership and staff	★					

*Additional booth space available for purchase

**Must be exhibiting in the Trade Show to receive these registrations

+Sponsor is responsible for providing its design file by Dec. 4, 2026

++Sponsor is responsible for providing its video file by Dec. 4, 2026

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Wi-Fi Sponsor

Help attendees stay fueled by information and connected to the Farm Bureau community while at the Charlotte Convention Center. The Wi-Fi sponsor can create a unique password. *AFBF to approve the final 8-character password.*

\$10,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment at registration
- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment on Wi-Fi login splash page

Event Lanyards

Invest in this high-profile opportunity as every registered attendee will receive a co-branded lanyard at registration. *Sponsor is responsible for submitting logo files by Oct. 5, 2026. AFBF is responsible for lanyard production.*

\$20,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment on attendee lanyards



SIGNAGE OPPORTUNITIES

Directional Signage

Place your brand in front of event attendees and help them navigate around the venue. Directional signage co-branded with AFBF and the sponsor will be strategically placed in high-traffic areas throughout the Charlotte Convention Center. *Sponsor is responsible for submitting logo files by Nov. 6, 2026. AFBF is responsible for signage production and installation.*

\$15,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment on directional signage



SIGNAGE OPPORTUNITIES

Premier Signage

Showcase your organization's brand by investing in premier signage opportunities throughout the Charlotte Convention Center. Each signage opportunity provides sponsors with space to place your company's exclusive brand messaging in high traffic areas within the venue. This signage will be placed in corridor locations where attendees will transition from all Convention Center entrances to event and program rooms. *Sponsor is responsible for submitting branding files by Nov. 6, 2026. AFBF is responsible for production and installation.*

Column Wraps

Put your brand front and center in the busiest areas of the Convention Center with premium column wrap placements. Located along high-traffic areas including the main entrances, these large-scale branding opportunities ensure continuous exposure as attendees move throughout the event. Column wraps put your brand directly in attendees' line of sight.

★ Concourse A Entrance

Inquire for pricing | Sponsorships available: 4

★ Richardson Ballroom Pre-Function

Inquire for pricing | Sponsorships available: 3

★ Food Court Columns

Inquire for pricing | Sponsorships available: 4

★ Concourse C Entrance

Inquire for pricing | Sponsorships available: 2

Pre-Function Walls

Wall branding offers a prime opportunity to place your company in the spotlight in key gathering areas on the Convention Center's highly trafficked third level as attendees head toward workshops and YF&R competitions.

★ Meeting Room Pre-Function Walls

Inquire for pricing | Sponsorships available: 8

★ Food Court Wall

Inquire for pricing | Sponsorships available: 1

Window Clings

Capitalize on a wide range of interior window cling opportunities strategically positioned outside the General Session, Trade Show, and workshop spaces, placing your brand directly along the attendee flow at the Convention Center's most active locations.

★ Richardson Ballroom Pre-Function

Inquire for pricing | Sponsorships available: 4

★ Bridge to Crown Ballroom

Inquire for pricing | Sponsorships available: 2

BRANDING OPPORTUNITIES

Printed Program Advertisement

Promote your organization's brand in the highly visible AFBF Convention Program. Each ad placement provides sponsors with direct messaging to thousands of attendees as they read about the Trade Show, Workshops, General Session speakers, and more. Don't miss the opportunity to feature your organization's product or service! *Artwork must be submitted by Dec. 4, 2026.*

- ★ **Inside Front Cover \$4,000**
Opportunities available: 1
- ★ **Back Cover \$4,000**
Opportunities available: 1
- ★ **Inside Back Cover \$3,500**
Opportunities available: 1
- ★ **Full Page \$2,500**
Opportunities available: Multiple
- ★ **Half Page \$1,250**
Opportunities available: Multiple
- ★ **Quarter Page \$750**
Opportunities available: Multiple



Mobile App Advertisement

Put your brand in the hands of every attendee with mobile app advertisements and showcase what your organization has to offer. The official event app is the go-to resource for schedules, maps, and program updates, ensuring sponsors receive continuous visibility throughout the event. *Artwork must be submitted by Dec. 4, 2026.*

- ★ **Co-Branded Splash Page \$2,500**
Opportunities available: 1
- ★ **Page Banners \$1,000**
Opportunities available: 5
- ★ **Event Mobile Ads \$750**
Opportunities available: 5
- ★ **Video Link \$750**
Opportunities available: 2
- ★ **Push Notifications \$500**
Opportunities available: 6

PROGRAMMING SPONSORSHIP OPPORTUNITIES

Young Farmers & Ranchers Next Level Networking Event (Achievement Award and Excellence in Ag Competitor Learning Session)

National YF&R competitors will come together to network and learn on Saturday, Jan. 9. The learning session will provide specific insights for the Achievement Award competitors, and the Excellence in Ag Competitors will join for the afternoon portion of the program. This learning session will elevate the overall experience for members and assist competitors to become the best Farm Bureau members, farmers, and ranchers they can be.

\$5,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment at Learning Session
- ★ Opportunity to bring greetings at Learning Session
- ★ Invitation to the Friday evening competitor networking reception and Saturday Learning Session
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees



Women in Ag Meet-and-Greet

Support the growth and development of women in agriculture by sponsoring this Women's Leadership Program event on Saturday, Jan. 9, with more than 400 women farmers, ranchers, agriculture advocates attending.

\$15,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment at Meet-and-Greet
- ★ Invitation to Meet-and-Greet
- ★ Opportunity to bring greetings at the Annual Meeting of Farm Bureau Women
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees

PROGRAMMING SPONSORSHIP OPPORTUNITIES

Communicate, Collaborate, and Influence Program

Convening nearly 150 attendees on Saturday, Jan. 9, this action-oriented, preconvention program focuses on consumer engagement training to better equip volunteers with the knowledge and skills to share the significance of agriculture with adult consumers.

\$5,000 | Sponsorships available: 3

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment at Communicate, Collaborate, and Influence program
- ★ Invitation to attend and bring greetings at Communicate, Collaborate, and Influence program
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees



Youth Leadership Program

Over 100 members of FFA, 4-H and Jr. MANRRS join together on Sunday, Jan. 10, for a full day of leadership development training and networking with farmers and ranchers from across the country. Help support the next generation of agriculture leaders.

\$5,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment at on-site sessions
- ★ Opportunity to bring greetings during a session
- ★ Opportunity to attend wrap-up sessions
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees

PROGRAMMING SPONSORSHIP OPPORTUNITIES

Leadership Luncheon

The AFBF Leadership Luncheon, held on Sunday, Jan. 10, engages more than 800 outstanding Farm Bureau leaders from across the country. Your sponsorship supports the growth and recognition of Farm Bureau members who lead county and state Farm Bureaus, grassroots programs and initiatives, and advance the meaningful work of Farm Bureau in communities throughout the United States.

\$15,000 | Sponsorships available: Multiple

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment at Leadership Luncheon
- ★ Two (2) invitations to Leadership Luncheon with VIP seating (sponsor will be recognized and asked to stand)
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees

Media Reception

The Media Reception provides exclusive access to reporters from a variety of top tier outlets and dozens of Farm Bureau staff reporters. This annual event draws national and industry media outlets covering agriculture. Support media who report on agricultural issues of interest to farmers and ranchers by sponsoring this afternoon/early evening event on Sunday, Jan. 10.

\$15,000 | Sponsorships available: 1

Recognition:

- ★ Sponsor logo acknowledgment in media workroom, at Media Reception, and in invitations to media
- ★ Four (4) invitations to Media Reception
- ★ Opportunity to bring greetings at Media Reception
- ★ Opportunity to provide sponsor-branded signage in the media workroom
- ★ Opportunity to provide educational/informational materials and/or giveaway items to attendees
- ★ Opportunity to provide a sponsor-generated message that is distributed directly by AFBF via email to media contacts registered to attend convention. Sponsor and AFBF will mutually agree on the language and distribution date/time for the message.

TRADE SHOW FLOOR SPONSORSHIP & EXHIBITOR OPPORTUNITIES

*Must be exhibiting in the Trade Show to purchase add-on opportunities.

County Activities of Excellence

The AFBF County Activities of Excellence (CAE) Awards provide national recognition of successful county programs and activities. Every year, up to 24 county Farm Bureaus from across the nation are selected to display their winning activities as part of the Trade Show. Winners share their award-winning programming with attendees to take these ideas back to their own communities.

\$10,000 | Sponsorships available: Multiple

Recognition:

- ★ Sponsor logo acknowledgment during General Sessions
- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment on signage throughout County Activities of Excellence section of Trade Show
- ★ Opportunity to engage with County Activities of Excellence winners and American Farm Bureau Federation leadership on Trade Show floor



Celebration of Grassroots Reception Sponsorship

The Celebration of Grassroots Reception kicks off the opening of the Trade Show on Saturday, Jan. 9. Support AFBF in recognizing the hard work and accomplishments of Farm Bureau's grassroots members and kickstart your networking with event attendees. AFBF works to place food and/or beverage stations near the sponsor booths.

\$15,000 | Sponsorships available: Multiple

Recognition:

- ★ Sponsor logo acknowledgment on Convention mobile app
- ★ Sponsor logo acknowledgment in Convention printed program
- ★ Sponsor logo acknowledgment on Reception signage

TRADE SHOW FLOOR SPONSORSHIP & EXHIBITOR OPPORTUNITIES

*Must be exhibiting in the Trade Show to purchase add-on opportunities.

Exhibitor Booth Space Only

\$1,250; \$750 non-profit

Includes

- ★ 10' x 10' booth space
- ★ Pipe and drape 8' back wall and 3' side rails
- ★ Two (2) complimentary exhibitor registrations per 10' x 10' space

Recognition:

- ★ Company booth location posted on Trade Show map in Convention mobile app
- ★ Company booth location listed in Trade Show map in Convention printed program
- ★ Company booth number posted on the Trade Show map on the event website



AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE

SPONSORSHIP OPPORTUNITIES

	\$25,000+	\$10,000+	\$5,000+	\$2,500+	\$1,000+
Flapjack Fundraiser tickets <i>**Reserved seating available upon request</i>	20**	10**	6	4	2
Acknowledgment in American Farm Bureau Foundation for Agriculture Annual Report	★	★	★	★	★
Sponsor logo acknowledgment on Convention mobile app	★	★	★	★	
Sponsor logo acknowledgment on Flapjack Fundraiser screens	★	★	★	★	
Sponsor logo acknowledgment on tabletop signage during American Farm Bureau Foundation for Agriculture events at Convention	★	★	★		
Sponsor logo acknowledgment on American Farm Bureau Foundation for Agriculture social media	★				

\$2,500+ AFBFA sponsors will be recognized for their overall contribution level within AFBF Convention grid (page 5). AFBFA sponsors contributing under \$2,500 will receive AFBFA acknowledgment as listed below. Note that for 2027, each table seats ten attendees.

American Farm Bureau Foundation for Agriculture Flapjack Fundraiser Sponsorship

Don't miss the most attended event outside of the General Sessions! The American Farm Bureau Foundation for Agriculture's (AFBFA) Flapjack Fundraiser, held on Sunday, Jan. 10, brings together over 1,000 attendees to enjoy a flapjack breakfast while learning about the American Farm Bureau Foundation for Agriculture's newest resources, projects, and educational programs. The coveted "Book of the Year" will be revealed at breakfast, and Foundation award winners will be acknowledged.

\$1,000+ | Sponsorships available: Multiple

Recognition:

- ★ See corresponding sponsorship tier in AFBFA grid

AMERICAN FARM BUREAU FOUNDATION FOR AGRICULTURE SPONSORSHIP OPPORTUNITIES

AFBFA Flapjack Fundraiser Tickets

Purchase individual tickets for the Sunday, Jan. 10, flapjack breakfast.

- ★ \$100/ticket
- ★ \$1,100/reserved table (10 seats per table)

Book of the Year Award Sponsorship

Your sponsorship will provide each of the 1,000 Flapjack Fundraiser attendees with a copy of the coveted Book of the Year.

\$25,000 | Sponsorships available: 1

Recognition:

- ★ Opportunity to bring greetings at Flapjack Fundraiser
- ★ Sponsor logo acknowledgment inside gifted book covers
- ★ See corresponding sponsorship tier in the AFBFA grid



Book of the Year Classroom Resource Bundles

Supply teachers with one copy of the Book of the Year, one educator guide, and one pack of ag magazines.

\$15,000 | Sponsorships available: 2 (430 bundles*)

Recognition:

- ★ Opportunity to provide a giveaway item in each ordered kit
- ★ See corresponding sponsorship tier in AFBFA grid

**Bundle quantity estimated based on projected cost for book from publisher – this amount may be adjusted when actual pricing is received.*

BECOME A SPONSOR TODAY!

AFBF Contact

Chase Hieneman

Managing Director, Industry Relations

202-406-3717

chaseh@fb.org

American Farm Bureau Convention

January 8-13, 2027

Charlotte Convention Center

501 S College St,

Charlotte, NC 28202

Trade Show Dates

★ January 9. 12:00pm - 5:30pm

★ January 10. 12:00pm - 3:30pm

★ January 11. 7:45am - 11:00am



American Farm Bureau Federation*

600 Maryland Avenue SW Suite 1000W, Washington, DC 20024

202-406-3600

f @FarmBureau

X @FarmBureau

@FarmBureau

@FarmBureau

www.fb.org