



506 W Carleton Road, Suite B | Hillsdale, MI 49242 | Phone: (517) 437-2458 | michfb.com/hillsdale

Monday, February 5, 2024

Dear Friend of Agriculture,

Hillsdale County Farm Bureau is streamlining our county programming sponsorship opportunities and we hope to have your support for the upcoming year! Many supporters just like you have put your trust in our agricultural organization as we provide ag-education opportunities to youth, award outstanding students, celebrate agriculture accomplishments, and more! Included in this envelope is a multi-programming sponsorship form to hopefully serve you better on what program opportunities that are available in 2024! On page 2 you will find descriptions of our four programs and what your sponsorship dollars are being used for.

What programs did our sponsors help support in 2023?

Many of you have proudly supported these programs year after year which has been a true honor for us as we carefully evaluate what our community needs, in order to value agriculture as we do. As you consider the sponsorship opportunities available to you, we would also like to take a moment to review the programs we offered in 2023. Our volunteers spent many hours organizing these programs for the community and are excited to plan for 2024!

→ **Rural Education Day, better known as Project RED**, brought in nearly 400 4th grade students and teachers who spent the day with us exploring agriculture in a hands-on setting to meet and learn from local ag leaders such as producers, farmers, and ag professionals. What better place to learn about agriculture than our local county fair! Students heard from local ag leaders on dairy, poultry, beef and more! Teachers and students also received several materials for their classroom to take their learning further than a one-day experience. Many items were also donated by local ag leaders to better equip teachers with instructional resources to further both teacher and student understanding of how agriculture impacts their daily lives.

→ Our first **Agriculture Career Day** invited high school students to expand student knowledge of traditional and non-traditional career opportunities that support the agriculture industry. Nearly 100 students in our county including Addison and Hudson learned about trucking, social media, entrepreneurship, and more! The survey feedback from students overall shared that they were surprised at the various career paths that were connected to agriculture and were pleased with the opportunity to learn about it.

→ Our **Annual Meeting Dinner** has recently become a collaborative event for both Hillsdale County Farm Bureau and Hillsdale Conservation District to celebrate the past year's programs, award recipients for various accomplishments, and set policy to support the agriculture industry. Owen Snyder was awarded the Young Farmer Employee award, Jessica Smith was awarded the Young Farmer Excellence in Ag Award, and Jesse Rice was awarded the Young Agriculture Leader award. Chuck Sigler also joined the Hillsdale CoFB Board of Directors to represent District 1: Litchfield, Scipio, and Allen townships.

→ Our **Scholarship** program, now in its fifth year, awarded two local student's, Jena Fellabaum and Serenity Trott, \$500 each towards their educational future in the agriculture industry. Both students demonstrated a plethora of accomplishments and a strong determination for a successful future.

We appreciate your consideration and look forward to your support for this year!

Sponsorship Descriptions



Project RED, rural education day, is scheduled for Thursday, April 11th at the Hillsdale County Fairgrounds for 4th grade students in Hillsdale County. **How do we plan to market your sponsor dollars?** Your business name will be listed on our website, our Facebook page, the back of student/teacher t-shirt, classroom book label, logo on our annual meeting dinner program, sponsor display board (used at various county farm bureau activities) and one t-shirt. **What do we plan to spend your sponsor dollars for?** We will provide students and teacher with a t-shirt, book, and multiple other materials that they can utilize at home or in their classroom, and marketing pieces.

Agriculture Career Day The date and location of this event is to be determined, most likely Fall 2024.

How do we plan to market your sponsor dollars? Your business name will be posted on our website, our Facebook page, your company banner will be displayed at a career station, logo on our annual meeting dinner program, sponsor display board (used at various county farm bureau activities), and all communications to students/schools.

What do we plan to spend your sponsor dollars for? Funds will support rentals, lunch for students, and marketing pieces.

Annual Meeting Dinner is scheduled for Saturday, September 14th at The Dawn Theater in Hillsdale.

How do we plan to market your sponsor dollars? Your business name will be posted on our website, our Facebook page, logo on program, sponsor display board (used at various county farm bureau activities), member postcard invitation, and two guest dinners/attendance at event.

What do we plan to spend your sponsor dollars for? Funds will support awards/recognitions, dinner, prizes, decorations, and marketing pieces.

Scholarship applications will be due on March 25th with an announcement of recipients on May 1st. We will be presenting two, \$500 awards.

How do we plan to market your sponsor dollars? Your business name will be posted on our website, our Facebook page, logo on our annual meeting dinner program, sponsor display board (used at various county farm bureau activities), and mention during our annual meeting dinner.

What do we plan to spend your sponsor dollars for? All funds will go directly to students.

Sponsorship Form

Business Name, if applicable: _____

Primary Contact Name: _____ Phone Number: _____

Mailing Address: _____

Email Address: _____

OPTION 1: There are three levels of annual sponsorship: **Platinum** (sponsor three programs), **Gold** (sponsor two programs of your choice), and **Silver** (sponsor one program of your choice). 10% of your sponsorship will automatically be applied to the scholarship fund along with the applicable marketing notated on page 2, giving you the option to sponsor up to four programs. Please indicate your sponsorship amount on the left.

Please write in your sponsorship amount for each program, minimum \$250 per program.

| <u>TOTAL</u> | <u>PROGRAM</u> | |
|--------------|--|---|
| \$ _____ | Project R.E.D. (Rural Education Day) | T-shirt size _____ |
| | \$250.00 & up | |
| \$ _____ | Annual Meeting, County Farm Bureau & Conservation District | Are you attending? <input type="checkbox"/> Yes <input type="checkbox"/> No |
| | \$250.00 & up | Guest #1: Name: _____ Phone: _____ |
| | | Guest #2: Name: _____ Phone: _____ |
| \$ _____ | Agriculture Career Day | |
| | \$250.00 & up | |
| \$ _____ | GRAND TOTAL | |

OPTION 2: Choose the **Bronze** option! 10% of your sponsorship will automatically be applied to the scholarship fund. Please indicate your sponsorship amount on the left.

| <u>TOTAL</u> | <u>PROGRAM</u> |
|--------------|---|
| \$ _____ | \$100-249 |
| | Your business name will be posted on our website and our Facebook page for all four programs above. |

Would you be willing to volunteer at the event? Project RED Ag Career Day No, thank you

Take a tour with us! As a sponsor, we would love to have you walk through and learn about our programs! Can we expect you? Project RED Ag Career Day No, thank you

Please return your sponsorship form and payment by Friday, March 22, 2024

Hillsdale County Farm Bureau | 506 W Carleton Road, Suite B | Hillsdale, MI 49242

Checks should be payable to Hillsdale CFB. Logos should be emailed to Janelle at jwalwor@ctyfb.com in a picture file (i.e. jpeg, tiff, png, etc) by the deadline to guarantee all marketing pieces.

Learn more about us!



HillsdaleCountyFarmBureau



MichFB.com/Hillsdale

