

NAAE OVERVIEW AND PARTNERSHIP OPPORTUNITIES

ABOUT

The **National Association of Agricultural Educators** (NAAE) is a federation of state agricultural educator's associations with more than 9,500 members. Members are involved in school-based agricultural education at all levels, from middle school through postsecondary, and state and national agricultural education leadership.

NAAE advocates for agricultural education, provides professional development for agricultural educators, and works to recruit and retain agricultural educators in the profession. Offerings include a variety of programs and services to support this three-pronged mission.

School based agricultural education (SBAE) is part of the Career and Technical Education delivery model valued in schools because of the high impact on student learning and practical application of core concepts like literacy, mathematics, science, technology, and engineering. There are more than 8,500 SBAE programs across the US and more than 13,000 agricultural educators delivering this unique model of classroom and lab instruction, leadership development through FFA and supervised agricultural experiences.

NAAE is committed to advancing, in our organization and communities, belonging and engagement. The choice to create a just and equitable organization is not accidental. We intentionally prioritize fostering an inclusive environment that ensures people are respected and valued. We are committed to creating and supporting programs and policies that build an organization that values open communication and is respectful of differences.

The National Association of Agricultural Educators (NAAE) convention takes place annually, at a different location every year, in conjunction with the Association of Career and Technical Education (ACTE) VISION convention. The VISION convention attracts more than 4,000 attendees of which NAAE members consist of 800-1,100 or more are secondary and post-secondary agricultural educators, preservice agricultural educators, agricultural education state staff and agricultural education supporters. NAAE attendees participate in organization business and committee meetings, elect new leadership, network with colleagues and professional representatives and engage in professional development workshops and sessions. Any NAAE member may register and attend, there is also a non-member registration option. The 2025 NAAE Convention is scheduled to take place December 9-12 in Nashville, Tennessee. To see registration information, hotel, and schedule visit our website at www.naae.org/convention.

PARTNERSHIPS

NAAE values collaborations with supporters of agricultural education and provides organizations and businesses the opportunity to support NAAE members through partner levels and options. Partner opportunities are optimized when renewed at the beginning of the calendar year. Please complete the partner survey so that we can make sure we have the correct information for your organization [2025 NAAE Partner Information](#)

QUICK VIEW OF PARTNERSHIP OPPORTUNITIES *(more specific timelines & details below)*

Bronze Level Partners (\$10,000)

- Table at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025 in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.
- One digital asset file included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a Snap Learning Spot (30 minute) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for one company representative.
- One ticket to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter one time during January-June.

Sliver Level Partners (\$25,000)

- Lead or co-lead on one NAAE program
- Logo and recognition related to selected NAAE program you sponsor as lead or co-lead.
- Opportunity to share message with participants of NAAE program you sponsor as lead or co-lead. Message can be live or pre-recorded and 5-10 minutes in length.
- Table at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025 in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.
- One digital asset file included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a Snap Learning Spot (30 minute) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for two company representatives.
- One ticket to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter one time during January-August.
- Opportunity to share a message through NAAE Social Media channels to ag educators and the ag ed profession one time during the months of January-August.

Gold Level Partners (\$50,000)

- Lead or co-lead on two NAAE programs.
- Logo and recognition related to the two selected NAAE program you sponsor as lead or co-lead.
- Opportunity to share message with participants of the two NAAE program you sponsor as lead or co-lead. Message can be live or pre-recorded and 5-10 minutes in length.
- Opportunity to share 3-5 minutes of live or prerecorded remarks at the 2025 NAAE Convention during a general session.
- Table at a choice location at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025, in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.
- One digital asset file included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a featured Learning Lab (75 minutes in length) or a feature Snap Learning Spot (30 minutes in length) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for two company representatives.

- Two tickets to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Opportunity to provide a branded item to be included in the Teach Ag Day Celebration Kits.
- Opportunity to provide a branded wellness item to be included in the NAAE Ag Teacher Wellness Kits provided to ag teachers at the National FFA Convention in the NAAE Educators Lounge.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter one time during January-October.
- Opportunity to share a message through NAAE Social Media channels to ag educators and the ag ed profession two times during the months of January-October.

Platinum Level Partners (\$100,000)

- Lead or co-lead on five NAAE programs.
- Logo and recognition related to the five selected NAAE program you sponsor as lead or co-lead.
- Opportunity to share message with participants of the five NAAE program you sponsor as lead or co-lead. Message can be live or pre-recorded and 5-10 minutes in length.
- Opportunity to share 5-7 minutes of live or prerecorded remarks at the 2025 NAAE Convention during the NAAE Awards Luncheon session.
- Table in a premier location at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025, in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.
- One digital asset file included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a featured Learning Lab (75 minutes in length) or a feature Snap Learning Spot (30 minutes in length) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for three company representatives.
- Two tickets to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Opportunity to provide a branded item to be included in the Teach Ag Day Celebration Kits.
- Recognition as a NAAE Teacher Appreciation Week sponsor.
- Recognition as a one of the sponsors and the opportunity to provide a branded wellness item to be included in the NAAE Ag Teacher Wellness Kits provided to ag teachers at the National FFA Convention in the NAAE Educators Lounge.
- One customized email campaign sent directly to NAAE members on partner's behalf.
- Opportunity to be a NAAE Program Site Host for multi-day events.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter two times during the year.
- Opportunity to share a message through NAAE Social Media channels to ag educators and the ag ed profession three times during the year.

Titanium Level Partners (\$250,000)

- Lead or co-lead on seven NAAE programs.
- Logo and recognition related to the seven selected NAAE program you sponsor as lead or co-lead.
- Opportunity to share message with participants of the seven NAAE program you sponsor as lead or co-lead. Message can be live or pre-recorded and 5-10 minutes in length.
- Opportunity to share 5-7 minutes of live or prerecorded remarks at the 2025 NAAE Convention during the NAAE Awards Luncheon session.
- Opportunity to work with NAAE staff to create a feature graphic highlighting who you are and how you support ag educators.
- Table at in prime location at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025, in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.

- Up to two digital asset files included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a Headline Learning Lab (75 minutes in length) or a Headline Snap Learning Spot (30 minutes in length) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for three company representatives.
- Three tickets to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Opportunity to provide a branded item to be included in the Teach Ag Day Celebration Kits.
- Recognition and logo placement as a sponsor of the NAAE Teach Ag Lesson Plan-in-a-Box.
- Recognition as a NAAE Teacher Appreciation Week sponsor.
- Name recognition on the annual Teach Ag T-shirts.
- Name recognition on the Teach Ag Recruitment Poster.
- Recognition as a one of the sponsors and the opportunity to provide a branded wellness item to be included in the NAAE Ag Teacher Wellness Kits provided to ag teachers at the National FFA Convention in the NAAE Educators Lounge.
- One customized email campaign sent directly to NAAE members on partner's behalf.
- Opportunity to be a NAAE Program Site Host for multi-day events.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter three times during the year.
- Opportunity to share a message through NAAE Social Media channels to ag educators and the ag ed profession four times during the year.

Diamond Level Partners (\$500,000+)

- Lead or co-lead on ten NAAE programs.
- Logo and recognition related to the ten selected NAAE program you sponsor as lead or co-lead.
- Opportunity to share message with participants of the ten NAAE program you sponsor as lead or co-lead. Message can be live or pre-recorded and 5-10 minutes in length.
- Opportunity to share 5-7 minutes of live or prerecorded remarks at the 2025 NAAE Convention during the NAAE Awards Luncheon session.
- Opportunity to work with NAAE staff to create a feature graphic highlighting who you are and how you support ag educators.
- Table at in prime location at NAAE Members & Partners Reception at the NAAE Convention, December 9-12, 2025, in Nashville, Tennessee.
- One branded item from sponsor included in the Welcome Attendee Bag at the 2025 NAAE Convention.
- Up to two digital asset files included in the 2025 NAAE Convention Digital Welcome Bag.
- Opportunity to present a Headline Learning Lab (75 minutes in length) or a Headline Snap Learning Spot (30 minutes in length) workshop session to attendees of the 2025 NAAE Convention.
- Complimentary registration to the 2025 NAAE Convention for four company representatives.
- Three tickets to the NAAE Ag Ed Innovators Celebration Dinner at the 2025 NAAE Convention.
- Opportunity to provide a branded item to be included in the Teach Ag Day Celebration Kits.
- Recognition and logo placement as a sponsor of the NAAE Teach Ag Lesson Plan-in-a-Box.
- Recognition as a NAAE Teacher Appreciation Week sponsor.
- Logo recognition on the annual Teach Ag T-shirts.
- Logo recognition on the Teach Ag Recruitment Poster.
- Logo placement on the exterior and interior of the Tagged to Teach Ag Kits.
- Lead sponsor of the State Teach Ag Results Program and logo placement on state event signage.
- Recognition as a one of the sponsors and the opportunity to provide a branded wellness item to be included in the NAAE Ag Teacher Wellness Kits provided to ag teachers at the National FFA Convention in the NAAE Educators Lounge.
- Two customized email campaign sent directly to NAAE members on partner's behalf.

- Opportunity to be a NAAE Program Site Host for multi-day events.
- Logo on NAAE Website front page (linked to website of your choice) and NAAE Convention App Partners Section (static logo)
- Opportunity to place an ad in the NAAE By Choice Newsletter four times during the year.
- Opportunity to share a message through NAAE Social Media channels to ag educators and the ag ed profession five times during the year.

PARTNERSHIP OPPORTUNITIES AND BENEFITS (with dates & specifics)

BENEFIT	Deadline	DIAMOND \$500,000	TITANIUM \$250,000	PLATINUM \$100,000	GOLD \$50,000	SILVER \$25,000	BRONZE \$10,000
NAAE programs eligible for lead or co-lead (based on level). See complete list starting on page 10.	TBD once programs have been identified. As program delivery occurs throughout the year, the earlier a program sponsor is identified the more engagement and recognition opportunities there are. Some opportunities may be missed depending on when the program sponsor is confirmed.	10 programs	7 programs	5 programs	2 programs	1 program	0
NAAE Convention partners reception space. RSVP link coming soon.	Confirm your participation at the reception and reserve your spot by November 1.	Prime location	Prime location	Premier location – table	Choice location – table	Table	Table
Opportunity to provide item in the NAAE Convention welcome bag	Mail directly to NAAE office in Lexington for arrival no later than Nov. 1. <u>See details on size restrictions and shipping address below.</u>	One Item	One Item	One Item	One Item	One Item	One Item
Digital asset file provided to NAAE Convention attendees	Email digital handout file(s) by Nov. 1. Digital files will be shared with all NAAEC attendees. Prefer pdf file format.	Up to Two Files	Up to Two Files	Up to Two Files	One File	One File	One File
Present in-person workshop at NAAE Convention in Nashville, Tennessee between December 9-12. Exact day and time TBD. Snap Learning – 30 minutes Learning Lab – 75 minutes	Submit workshop information to NAAE by July 1. Workshops take place in Nashville, Tennessee, December 10, 11, and 12th	Headline Learning Lab or Snap Spot workshop	Headline Learning Lab or Snap Spot workshop	Featured Learning Lab or Snap Spot workshop	Featured Learning Lab or Snap Spot workshop	Snap Learning Spot Only	Snap Learning Spot only
Complimentary NAAE Convention attendee registrations.	RSVP your attendees to NAAE by Nov 15.	4	3	3	2	2	1
NAAE Ag Ed Innovators Celebration Dinner at NAAE Convention <i>(additional tickets can be purchased)</i>	Ticket(s) to the dinner on Wednesday, December 10 th at 6:30 pm.	3	3	2	2	1	1
Teach Ag recruitment t-shirt	Confirm sponsorship by May 1. No action needed if logo is on file. NAAE will take care of recognition.	Logo	Name	None	None	None	None
Teach Ag recruitment poster	Confirm sponsorship by May 1. No action needed if logo is on file. NAAE will take care of recognition.	Logo	Name	None	None	None	None
Tagged to Teach Ag promotional kits recognition.	Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.	Logo on the exterior and interior.	None	None	None	None	None
State Teach Ag Results program event signage.	Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.	Logo, leading, prominent	None	None	None	None	None
Teach Ag Lesson Plan-in-a-Box	Confirm program sponsorship by March 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.	Logo, leading, prominent and Recognition	Logo and Recognition	None	None	None	None
Teach Ag Day Celebration kit branded item – Teacher	Confirm program sponsorship by June 1 for optimal recognition. Mail items directly	Item	Item	Item	Item	None	None

& State Association/University	to NAAE office in Lexington for arrival no later than July 15. <u>See details on size restrictions and shipping address below.</u>							
Teacher Appreciation Week Recognition	Confirm program sponsorship by March 1 for optimal recognition.	Recognition	Recognition	Recognition	None	None	None	None
Educator Wellness packs (distribution by NAAE at National FFA Convention and Expo)	Confirm program sponsorship by July 1 for optimal recognition. Mail items directly to NAAE office in Lexington for arrival no later than September 1. <u>See details on size restrictions and shipping address below.</u>	Recognition and item	Recognition and item	Recognition and item	Item	None	None	None
Logo representation at in-person events and digital presence for sponsored programs.	Confirm program sponsorship by January 1 for optimal recognition. No action needed if logo is on file. NAAE will take care of recognition.	Logo, leading, prominent for up to 10 programs	Logo, leading, prominent for up to 7 programs	Logo, prominent for up to 5 programs	Logo, featured for up to 2 programs	Logo, featured for 1 program	None	None
NAAE Program Site Host for multi-day events	Contact NAAE office by January 1 to discuss options.	Coordinate with NAAE at least 6 months in advance	Coordinate with NAAE at least 6 months in advance	Coordinate with NAAE at least one year in advance	None	None	None	None
5 – 10 minutes of prerecorded or live remarks during NAAE programs you sponsor.	Confirm program sponsorship by January 1 for optimal recognition. Confirm live or prerecorded remarks according to individual program timeline.	Up to 10 programs based on program design	Up to 7 programs based on program design	Up to 5 programs based on program design	Up to 2 programs based on program design	1 program based on program design	None	None
Prerecorded or live remarks during NAAE Convention	Confirm sponsorship by August 1 for optimal recognition. Confirm live or prerecorded remarks according to partner level and assigned session by November 1.	5-7 minutes of live or prerecorded remarks during luncheon at 11:30 am CST on Thursday, December 11 th in Nashville, TN	5-7 minutes of live or prerecorded remarks during luncheon at 11:30 am CST on Thursday, December 11 th in Nashville, TN	5-7 minutes of live or prerecorded remarks during the luncheon session at 11:30am CST on Thursday, December 11 th in Nashville, TN	3-5 minutes of live or prerecorded remarks during a General Session at the NAAE Convention, December 9-12 in Nashville, TN.	None	None	None
Feature graphic	Work with NAAE staff to create feature graphic highlighting who you are and how you support ag educators.	Work with NAAE staff to create feature graphic highlighting who you are and how you support ag educators.	Work with NAAE staff to create feature graphic highlighting who you are and how you support ag educators.	None	None	None	None	None
Customized email campaigns sent directly to NAAE members on partner's behalf	Need email campaign content at least 10 days before the desired timeline of distribution. Emails will be sent by NAAE and will need to be sent during the months of January-July.	2 email campaigns	1 email campaign	1 email campaign	None Can be added on through the al a cart menu	None Can be added on through the al a cart menu	None Can be added on through the al a cart menu	None Can be added on through the al a cart menu
Logo linked on front page of NAAE website	Confirm sponsorship by January 1 to maximize your engagement. NAAE takes care of once you identify where you want your logo linked.	Logo Linked	Logo Linked	Logo Linked	Logo Linked	Logo Linked	Logo Linked	Logo Linked
By Choice e-newsletter ad	Confirm sponsorship by January 1 to maximize engagement. Submit the ad based on the specs below at least 10 days in advance. The By Choice e-newsletter goes out around the	4 yearly	3 yearly	2 yearly	1, Jan - Oct	1, Jan - Aug	1, Jan - June	1, Jan - June

	1 st of every month so ads need to be submitted to NAAE by the 20 th of the month prior.						
Social media posts on NAAE social media platforms	<p>Confirm sponsorship by January 1 to maximize engagement.</p> <p>Submit your social media ready graphic at least 10 days in advance according to the specifications of the platform you would like the post placed – pick one (Facebook, Twitter, Instagram, LinkedIn)</p>	5	4	3	2, Jan-Oct	1, Jan-Aug	None

NAAE AWARD PROGRAM SPONSORSHIP

BENEFITS	NAAE MEMBERSHIP EXCELLENCE AWARDS	NAAE IMPACT AWARDS
	\$25,000	\$15,000
Exclusivity	Exclusive – only sponsor listed for one award category	Exclusive – only sponsor listed for one award category
Company representative on stage to congratulate award winners and feature in award winner photos	1-2 representative(s)	1 representative
Company remarks during award presentation session at NAAE Convention	Up to 5 minutes of live or prerecorded remarks	Up to 3 minutes of live or prerecorded remarks
Ticket(s) to NAAE Ag Ed Innovation Celebration Dinner (<i>additional tickets can be purchased</i>)	2 tickets	1 ticket
NAAE Award program announcements – Sponsor is announced as the award sponsor through social media and other media channels. NAAE takes care of as long as we have your logo on file. Must confirm by February 1 st .	Name, logo	Name, logo
NAAE award program website - Logo is on award section on website and application. NAAE takes care of as long as we have your logo on file. Must confirm by February 1 st .	Name, logo	Name, logo
Award winner award trophies – Winner’s trophies will include company logo. NAAE takes care of as long as we have your logo on file.	Logo	Logo
Logo placement in NAAE Convention app next to the sponsored award - NAAE takes care of as long as we have your logo on file.	Logo	Logo
Award winners press releases - NAAE will include sponsors name in award winner press releases.	Name	Name
Award winner social media posts - NAAE takes care of as long as we have your logo on file.	Name, logo	Name, logo
NAAE Convention welcome bag - Mail directly to NAAE office in Lexington for arrival no later than Nov. 1. <u>See details on size restrictions and shipping address below.</u>	1 Item	1 Item
Digital asset file provided to NAAE Convention attendees - Email digital handout file(s) by Nov. 1. Digital files will be shared with all NAAEC attendees. Prefer pdf file format	Submit by Nov. 1	Submit by Nov. 1
NAAE Convention Partners Reception table	Table	Table
Complimentary NAAE Convention Registrations – submit your complimentary names to NAAE by Nov 15.	2	1

NAAE PROGRAM LIST AND PARTNER AVAILABILITY (details below)

PROGRAM LIST	MAXIMUM # OF PARTNERS
NAAE Student Teacher Scholarship Program, Fall	2
NAAE National Teach Ag Day, September	1
NAAE State Teach Ag Results (STAR) Program, continuous	1
NAAE Tagged to Teach Ag Kits, continuous	1
NAAE INFLUENCE Program, December	2
NAAE Future Agriscience Teacher (FAST) Symposium at NAAE Convention	3
NAAE Creating an Inclusive, Diverse, Equitable and Accessible Program (IDEAP), Spring	2
NAAE Future Agriscience Teacher (FAST) Symposium during National Teach Ag Day, September	2
NAAE National Agriscience Teacher Ambassador Academy, July	1
Annual Symposium of the National Agriscience Teacher Ambassadors, December	1
NAAE Agriscience Inquiry State Institutes AgI ² , continuous (5-10 states annually)	2
NAAE Teacher Appreciation Week, May	2
NAAE Wise and Well Program, continuous	2
NAAE National Teach Ag Ambassador Program, October	2
NAAE My Local Cooperative, continuous	1
NAAE National XLR8 Program, December	1
NAAE XLR8 2.0, December	1
NAAE XLR8 Institutes, Continuous (8-10 states annually)	2
NAAE Facilitator Training, January	2
NAAE Teachers World Workshops at National FFA Convention, October	1
NAAE National Policy Seminar, March	1
NAAE Virtual Book Club, Summer	1
NAAE Membership Excellence Awards (teacher and program awards)	4
NAAE IMPACT Awards	3

NAAE CONVENTION ADDITIONAL RECOGNITION AND ENGAGEMENT OPPORTUNITIES

The NAAE Convention serves as the only national conference for agricultural educators and provides over 90 different opportunities for attendees to engage in meaningful ag exclusive professional development as well as attend general sessions, network with colleagues from across the nation, and engage with partners who support and provide services and/or products specific to agricultural educators. It serves as the national premier professional development event for agricultural educators each year. The 2025 NAAE Convention is scheduled to take place December 9-12 in Nashville, Tennessee. To see registration information, hotel, and schedule visit our website at www.naae.org/convention.

NAAE CONVENTION AL A CART SPONSORSHIP (purchase these items individually or in addition to your level sponsorship)

Benefits	Sponsorship
NAAE Convention Thursday Luncheon Naming Rights. Thursday NAAE Convention Luncheon named after the sponsor and sponsor provides opening luncheon remarks up to 10 minutes. 800-1100+ in attendance (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included) Must confirm by July 1.	\$35,000
NAAE Convention App Headline Sponsor. Sponsor logo and NAAE logo on the app front page and app icon. 1000+ downloads and over 700+ individual schedules created through the convention app. (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included) Must confirm by July 1.	\$25,000
NAAE Convention Members and Partners Reception Sponsor. Sponsor logo on signage and in all convention promotion. Sponsor provides remarks up to 3-5 minutes at general session. 800-1100+ in attendance (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included) Must confirm by July 1.	\$10,000
NAAE General Session Sponsor. Sponsor logo on signage and in all convention promotion and receives branding and visibility during sponsored session. Sponsor provides remarks up to 3-5 minutes at general session. 800-1100+ in attendance (NAAE Convention members and partners reception table, welcome bag item, and digital asset file also included) Must confirm by July 1.	\$10,000
NAAE Convention Welcome Bag Logo Rights. Sponsor logo along with NAAE logo on the bag that all NAAE convention attendees receive (NAAE Convention members and partners reception table, welcome bag item, and digital asset file file also included). Must confirm by May 1. NAAE will purchase bags with the sponsor and NAAE logo on them.	\$15,000
NAAE Convention Lanyard Logo Rights. Sponsor logo along with NAAE logo on the Convention attendee lanyard that all NAAE convention attendees receive (NAAE Convention members and partners reception table, welcome bag item, and digital asset file file also included). Must confirm by May 1. NAAE will purchase the lanyards with the sponsor and NAAE logo on them.	\$5,000
NAAE State Leaders Training. Sponsor logo on signage and in all convention promotion of event. Sponsor provides remarks up to 3-5 minutes at state leaders training session.	\$5,000
NAAE Convention Idea Learning Lab Workshop, 75 minutes. Must complete workshop request by July 1 deadline. Does include one complimentary NAAE convention registration.	\$3,500
NAAE Convention Snap Learning Spot Workshop, 30 minutes. Must complete workshop request by July 1 deadline. Does not include NAAE convention registration.	\$2,000
Email campaign direct to members, 1 time	\$2,000
NAAE member school physical mailing address list to send occasional (no more than 2) communications to NAAE member school physical mailing address.	\$1,000
Ad included in NAAE Member By Choice Newsletter. Must receive at least 10 days prior to distribution (usually around the 15 th of the month). Sponsor provides graphic they want included. See specifics in Contents Specification section.	\$1,000
NAAE Convention Partners Reception table (individuals staffing the table are welcome to attend the reception only without a NAAE Convention registration)	\$1,000
NAAE Convention tangible welcome bag item included in NAAE Convention welcome bag.	\$500
Digital asset file provided to NAAE Convention attendees	\$250

NAAE Convention Partner Engagement Details

- NAAE Convention General Session Remarks (**800-1100+** attendees)
 - The NAAE Convention sessions are large group events where all convention attendees participate in organizational business, award recognition and leadership updates.
 - Remarks given during the general sessions should be upbeat, positive and stay within the allotted time.
 - Remarks may include company or industry updates, resources, student, or teacher opportunities and more that educators can take back to their classrooms.
 - You are also encouraged to use this time to convey how much your company values agriculture teachers and how much you appreciate the work they do and how it contributes to the development of future leaders, problem solvers, entrepreneurs, and agriculturalists.
 - Session rooms are large with classroom/theater style or luncheon round seating. A podium, microphone and speakers are provided. There are two-three steps involved in reaching the podium. Please contact asmith.naae@uky.edu if you need special accommodations.
 - Please submit complete visual presentations to asmith.naae@uky.edu by November 15th. You will have access to a remote slide changer or perfect cue on-site.
- NAAE Convention Members and Partners Reception Space (**700+** participants)
 - NAAE members who attend NAAE Convention attend the Partners Reception to engage directly with vendors and partners that may benefit their program, FFA chapter or personal development.
 - The reception takes place on-site during NAAE Convention and offers attendees a chance at door prizes, food, refreshments, and good conversation.
 - Thursday, December 11th in Nashville, Tennessee
- NAAE Convention Idea Learning Lab or Snap Learning Spot Learning Workshop (**50+** attendees)
 - The premiere components of NAAE Convention are the professional development workshop sessions that are offered as either an Idea Learning Lab (75 minutes) or Snap Learning Spot Session (30 minutes).
 - Both opportunities allow the presenter to engage directly with agricultural educators in person during NAAE Convention.
 - Workshop rooms will be set up with either theater or classroom style with LCD projection packages. Presenter will be required to supply the laptop for presentation purposes.

CONTENT SPECIFICATIONS

- **NAAE Convention:** visit the NAAE website for all NAAE convention details www.naae.org/convention.
- **By Choice E-newsletter Advertisement Specifications:**
 - 720px x 480px
 - Image will link to destination of submitters choice (include link, may be vertical or horizontal, full color preferred om jpg or png format)
 - The By Choice Newsletter goes out around the 1st of every month. By Choice Ads must be submitted at least 10 days before distribution and be ready to include.
- **NAAE Convention Welcome Bag Item:** Provide 1,100 items directly to NAAE office for NAAE Convention attendee welcome bag to arrive in Lexington no later than November 1. Each item must weigh no more than 16 oz (1 lb.) each and be no bigger than 8"x8"x8". Must be a tangible useful item, not a paper handout.
- **NAAE Teacher Appreciation Week/Teach Ag Day Celebration Kit Items:** Provide 500 items directly to NAAE office to arrive in Lexington no later than April 1 (Teacher Appreciation Week) and August 1 (Teach Ag Day Celebration Kit). Each item must weigh no more than 16 oz (1 lb.) each and be no bigger than 8"x8"x8". Must be a tangible useful item, not a paper handout.
- **NAAE Convention Digital asset file:** any digital file of a handout, graphic or visual (may be multiple pages, must not exceed 10 mb in total size), prefer pdf format. NAAE Convention attendees will receive this as part of their convention attendance.
- **Prerecorded Video Requirements/Suggestions:**
 - Use a microphone
 - Include closed captioning
 - 16x9 frame size, if using PPT
 - If using a cell phone, record in landscape mode
 - Not to exceed length as noted in engagement calendar
 - Record straight on so viewers are not looking up your nose.
 - Provide in mp4 or mov format or link to online version location
 - Place recording device on sturdy surface to eliminate movement in the video

NAAE COMMUNICATION ASSETS

- NAAE Website front page (228,000 page views annually)
 - Logos included may be linked to a destination of the partners choice
- By Choice monthly e-newsletter (approx. 15,000 recipients, with a 60% open rate within the first 48 hours)
 - By Choice is the monthly electronic newsletter that goes out to all NAAE members and highlights NAAE news, events, opportunities and spotlights.
- NAAE Social Media Platform Presence
 - Facebook (**20,000+** followers)
 - Instagram (**4,300+** followers)
 - YouTube (**10,000+** video views)
 - LinkedIn (added in 2023)
 - Twitter (**17,000+** followers)
- Direct email campaign to NAAE members (**15,000+** recipients)
 - Graphics and images that connect the sponsor brand to agricultural educators at events and online, provided by the sponsor and delivered to NAAE members by NAAE on the partners behalf.

NAAE Address for shipping items (*NAAEC Welcome Bag, Teacher Appreciation Week, Teach Ag Day Celebration items*)

NAAE
Attn: Ashley Rogers
2525 Harrodsburg Rd. #200
Lexington, Ky 40504

NAAE CONTACT



NAAE Chief Executive Officer

Mrs. Alissa Smith

asmith.naae@uky.edu

Connect with Alissa:



<https://www.linkedin.com/in/alissasmith/>

Thank you for supporting National Association of Agricultural Educators