

STAR STATE PROMOTIONAL MATERIALS GUIDELINES

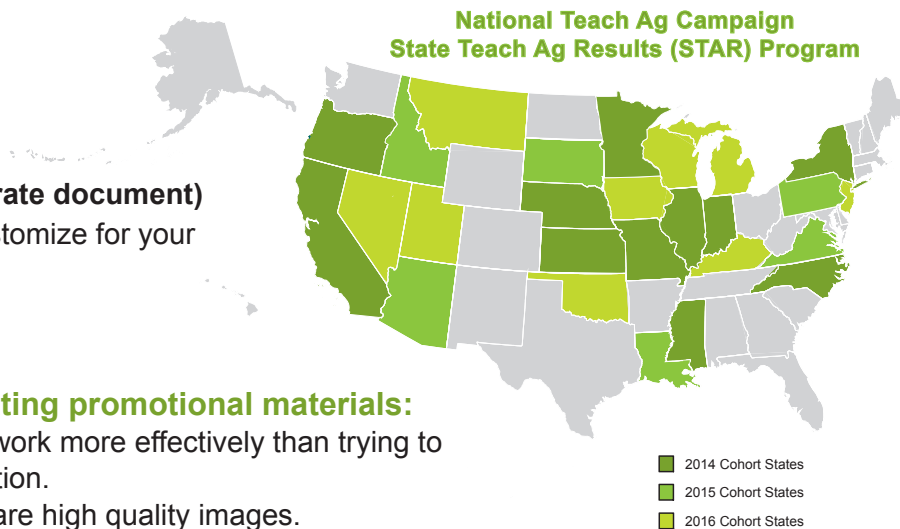
Greetings STAR States!

As mentioned in our meetings, the National Teach Ag Campaign is happy to assist you with developing promotional materials for your state to use during your Teach Ag recruitment and retention events. If you would like assistance in creating some of these materials, please submit the following information to Victoria Hamilton at vhamilton.naae@uky.edu four weeks in advance, if possible. Thank you!

Promotional Material Submission Information:

- **STAR State:**
- **Contact Person:**
- **Email:**
- **Phone Number:**
- **Date needed by:**
- **Completed layout guide (separate document)**

Choose from the templates below to customize for your state according to the listed letters.



Things to keep in mind, when creating promotional materials:

- Simple messages and graphics work more effectively than trying to overload the reader with information.
- Make sure photos and graphics are high quality images.
- Include state Teach Ag links or contacts when appropriate.
- Please understand that all STAR States are entitled to this complimentary service. For this reason, you will be allowed a total of **3 edits/drafts** (Initial submission, Edit #1, Edit #2, Final), if necessary.
- **Final Document Approval** will be stated in a formal email with the final document(s) attached. This will ensure the STAR State and the National Teach Ag Campaign have completed the STAR State Promotional Materials Service.
- Please be aware that **September, October and November are very busy with Teach Ag Day, NFFA Convention and NAAE Convention**. Turnaround time may be delayed if a project is submitted during this time frame.
- Since this service is made possible by our sponsors, the National Teach Ag Campaign's **Sponsor Bar, Teach Ag Logo and/ or Teach Ag Website Address may be incorporated into your document**. Additional state specific sponsor logos and graphics are welcome as well.

Find examples and templates on our website:

www.naae.org/teachag/starstatespromotionaltemplates.cfm



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STAR STATE PROMOTIONAL MATERIALS TEMPLATES

BANNER (2x6')


WHAT'S NOT TO LOVE?

Help others understand our food supply. Create a sustainable planet. Be a catalyst. Collaborate to solve world hunger challenges. Make an impact in your community, state and world. Inspire young minds. Better society. Make a difference. Reach the unreachable. Find your passion.

A

B **C**

D

 www.naae.org/teachag


POSTER: "WHAT'S NOT TO LOVE?" (11x17")

WHAT'S NOT TO LOVE?

Help others understand our food supply. Create a sustainable planet. Collaborate to solve world hunger challenges. Be a catalyst. Make an impact in your community, state and world. Inspire young minds. Better society. Make a difference. Reach the unreachable. Find your passion.

A **B**


C **D**





FLYER: "TEACH AGRICULTURE IN (YOUR STATE)" (8.5x11")

FRONT

 **TEACH AGRICULTURE IN NEW YORK**

- Every day is different and fun!
- Inspire the next generation of problem solvers, leaders, entrepreneurs and agriculturalists.
- Travel the state, nation and even global!
- Develop lasting relationships with colleagues across the country.
- Make a positive difference in your community, state and world!

WHY I TEACH AG

A


B "EVERY YEAR, MORE THAN 300 ADDITIONAL AGRICULTURE TEACHERS ARE HIRED DUE TO PROGRAM GROWTH AND EXPANSION."

C **E** **G**

D **F** **H**

BACK

PICK YOUR PATHWAY TO AG EDUCATION







INSTITUTIONS WHERE AGRICULTURAL EDUCATION IS OFFERED IN NEW YORK

Ulster College/Cornell University Partnership Ulster, NY	Albion State College Albion, NY
State University of New York at Oswego Oswego, NY	SUNY Cobleskill Cobleskill, NY
	SUNY Maritime Maritime, NY

J

K

www.nyae.org/teachag     [teach_ag #teachag](https://www.facebook.com/teach_ag)

BROCHURE (8.5x11")

BACK

WHY I TEACH AG

B "I realize that teaching is a profession where we probably expect the smallest things to make the biggest difference in our work, but we don't always think about it that way."

C "I teach for teachers to inspire the next generation and to be a catalyst for something new or exciting in our field. I am inspired to inspire by choice."

D "I was inspired to teach agriculture because I love the outdoors and I love to work with young people."


E "I have been inspired to teach agriculture because I love to work with young people and I love to work with young people."

F "I have been inspired to teach agriculture because I love to work with young people and I love to work with young people."

G "I have been inspired to teach agriculture because I love to work with young people and I love to work with young people."

H "I have been inspired to teach agriculture because I love to work with young people and I love to work with young people."

J "I have been inspired to teach agriculture because I love to work with young people and I love to work with young people."

 **TEACH AGRICULTURE IN NEW YORK**

TEACH AG

www.nyae.org/teachag www.naae.org/teachag

FRONT

PICK YOUR PATHWAY TO AG EDUCATION

WHAT'S NOT TO LOVE?

- Every day is different and fun! Teach more than the same day twice!
- Inspire the next generation of problem solvers, leaders, entrepreneurs and agriculturalists.
- Travel the state, nation and even global!
- Develop lasting relationships with colleagues across the country.
- Make a positive difference in your community, state and world!
- Work with the latest agriculture, food and natural resources technology.

K

"EVERY YEAR, MORE THAN 300 ADDITIONAL AGRICULTURE TEACHERS ARE HIRED DUE TO PROGRAM GROWTH AND EXPANSION."

M **N** **O** **P** **R** **S**