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# 2022 CALIFORNIA YOUTH AG EXPO

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SPONSORSHIP  
OPPORTUNITIES



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# ABOUT THE CYAE

The California Youth Ag Expo (CYAE) began in 2020, with a distinct vision from our Board of Directors to create pathways of success for our youth and to ultimately reward them with premiums and scholarships.

We believe that California youth, especially those involved in the agriculture industry, are the best of the best. With our youth being our future, the California Youth Ag Expo is built to be their platform to grow and achieve.

## 2021 CALIFORNIA YOUTH AG EXPO HIGHLIGHTS



**497 PARTICIPATING CALIFORNIA EXHIBITORS**



**OVER 1,100 LIVESTOCK EXHIBITED DURING ALL SPECIES SHOWS**



**\$23,750 AWARDED IN SCHOLARSHIPS**



**\$275,000 AWARDED IN PREMIUMS AND THROUGH THE PREMIER SALE**

As we expand into 2022, not only will we again feature the West's most competitive livestock show, but we are also excited to include Prepared and Extemporaneous Public Speaking and Ag Mechanics competitions. We are focused on rewarding as many young people as possible for their achievements. Our Premium and Scholarship programs have been developed to highlight a diverse group of these hard-working 4-H, FFA, and Grange participants. We aim to encourage them to choose to stay in California for their higher education, and ultimately their future career.

Thank you for your support!

Jake Parnell

President

California Youth Ag Expo

# WHAT OUR SPONSORS HAVE TO SAY

The California Youth Ag Expo is focused on developing future leaders and problem solvers. It was clear to me during my time with the exhibitors, the commitment and investment to making this program a success is mutual. The exhibitors believe in the value of the program, the future of the Central Valley, and the industries working to support the communities where we live and work just as much as the corporations supporting them. We are proud to help build a pathway of success for the youth in California and a network of strong, young leaders to pave the way to a better future for generations to come.

**CHEVRON**

The California Youth Ag Expo is very impressive. It is an elite show yet seems enjoyable for the exhibitors from the top to the bottom. This gives hope to people in California that a great show will go on!

**ASSOCIATED FEED**

As the longest-standing cooperative in the nation, Sunkist is dedicated to the future of farming and it all starts with the next generation of leaders. We can truly appreciate the California Youth Ag Expo's dedication to our future generations of farmers.

**SUNKIST GROWERS**

# SPONSORSHIP PACKAGES

## HERITAGE PARTNER

**\$100,000**

- | Featured Sponsor of the Grand Champion Drive
- | Presentation of trophies during the Grand Champion Drive
- | The unique opportunity to welcome attendees at the Premier Sale
- | (1) Complimentary 2-night stay at the California Youth Ag Expo host hotel
- | (1) Complimentary Exhibit Booth
- | All-Access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | One-minute promotional video to be played throughout the event, Grand Champion Drive, and Premier Sale
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Live company product display (if applicable) featured in the VIP Lounge
- | Provided drink tickets to the sponsored beverage tent
- | Digital advertisements featured during each show event
- | Logo placement on California Youth Ag Expo merchandise
- | Unlimited VIP parking passes
- | Promotional video highlighting your sponsorship after the event
- | Year-round recognition on website and social media channels

## GOLDEN GATE

**\$50,000**

- | Featured as specific show ring sponsor
- | Presentation of trophies during a species Grand Champion Drive
- | (1) Complimentary 2-night stay at the California Youth Ag Expo host hotel
- | (1) Complimentary Exhibit Booth
- | Unlimited all-access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | 30-second promotional video to be played throughout the event, Grand Champion Drive, and Premier Sale
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Live company product display (if applicable) featured in the VIP Lounge
- | Provided drink tickets to the sponsored beverage tent
- | Digital advertisements featured during each show event
- | Logo placement on California Youth Ag Expo merchandise
- | (4) VIP parking passes
- | Promotional video highlighting your sponsorship after the event
- | Year-round recognition on website and social media channels

# SPONSORSHIP PACKAGES

## SIERRA NEVADA

**\$25,000**

- | (1) Complimentary Exhibit Booth
- | All-Access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | 30-second promotional video to be played throughout the event
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Live company product display (if applicable) featured in the VIP Lounge
- | Provided drink tickets to the sponsored beverage tent
- | Digital advertisements featured during each show event
- | Logo placement on California Youth Ag Expo merchandise
- | (2) VIP parking passes
- | Promotional video highlighting your sponsorship after the event
- | Year-round recognition on website and social media channels

## SONOMA

**\$10,000**

- | (1) Complimentary Exhibit Booth
- | All-Access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Live company product display (if applicable) featured in the VIP Lounge
- | Provided drink tickets to the sponsored beverage tent
- | Digital advertisements featured during each show event
- | (2) VIP parking passes
- | Year-round recognition on website and social media channels

## SEQUOIA

**\$5,000**

- | (1) Complimentary Exhibit Booth
- | All-Access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Provided drink tickets to the sponsored beverage tent
- | (1) VIP parking pass
- | Year-round recognition on website and social media channels

## PACIFIC

**\$2,500**

- | All-Access to VIP lounge, VIP Receptions, and VIP seated viewing area of Grand Champion Drive, and Premier Sale
- | Opportunity for (1) representative to participate as a contest judge
- | Social media promotions and special announcements prior to and during the event
- | Prominent banners featured in each show arena and throughout the event grounds
- | Provided drink tickets to the sponsored beverage tent
- | (1) VIP parking pass
- | Year-round recognition on website and social media channels

# OUR VALUED 2021 SPONSORS



SPONSOR LOGOS NOT FEATURED:

JOHNSON FARMS | STEVE HEARST | LEFTY FAMILY | KEITH GARDINER FARMS | FAMOSO CATTLE COMPANY | BOB FREED FARMING

# SPONSORSHIPS

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## PLEASE MAKE CHECKS PAYABLE TO

California Youth Ag Expo

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501(c)(3)

# CONTACT US

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