

# 2019 FUSION Conference

## SPONSORSHIP OPPORTUNITIES

### 2019 FUSION CONFERENCE

MARCH 15-18, 2019

WISCONSIN CENTER – MILWAUKEE, WI

*This conference brings together more than 1,200 Farm Bureau volunteer leaders from across the country from Promotions & Education, Women's Leadership and Young Farmers & Ranchers programs. These members represent the next generation of Farm Bureau leaders. Members will come to Milwaukee to hear from motivational speakers, network with members and industry leaders, gain new information and skills through breakout sessions, and tour local ag and tourism locations. This high-energy conference is a highlight for members and leaders each year.*

#### **\$500 – Corporate Attendee Rate**

Attend the FUSION Conference and mingle with young farmer and rancher leaders from across the country. Entry includes access to opening reception, meals, workshops and general sessions.

#### **\$5,000 – Sponsorship Rate**

- Table display at Friday opening reception
- 2 complimentary registrations
- Sponsor listing on conference website
- Featured as sponsor on conference mobile app
- Sponsor recognition in conference program (featured online and in print)
- Sponsor recognition on conference signage
- Swag bag contribution

#### **\$10,000 – Sponsorship Rate**

- Table display at Friday opening reception
- 4 complimentary registrations
- Logo featured on conference website
- Featured as sponsor on conference mobile app
- Sponsor recognition in conference program (featured online and in print)
- ½ page full-color advertisement in conference program
- 90 – 120 second video loop at registration desk (open throughout conference)
- Sponsor recognition on conference signage
- Swag bag contribution
- Opportunity to host a workshop (content to be approved by AFBF)
- Recognition as AFBF Corporate Sponsor throughout 2019 year



*YF&R members enjoy a question and answer session with newly elected AFBF President Zippy Duvall and Vice President Scott VanderWal at the 2016 YF&R Leadership Conference.*

#### **\$25,000 – Sponsorship Rate**

- Table display at Friday opening reception
- Invitation to State YF&R Chair breakfast
- Up to 8 complimentary registrations
- Up to 4 complimentary hotel rooms for company attendees
- Logo featured on conference website
- Featured as sponsor on conference mobile app
- Sponsor recognition in conference program (featured online and in print)
- Full-page, full-color advertisement in conference program
- 90 – 120 second video loop at registration desk (open throughout conference)
- 90 – 120 second video played at meal or general session
- Sponsor recognition on conference signage
- Swag bag contribution
- Opportunity to host a workshop (content to be approved by AFBF)
- Opportunity to address attendees at YF&R Dinner or General Session (2-3 minutes in length)
- Recognition as AFBF Corporate Sponsor throughout 2019 year



The American Farm Bureau Federation Young Farmers & Ranchers program includes both men and women between the ages of 18-35. The objective of the Young Farmers & Ranchers program is to provide leadership in building a more effective Farm Bureau to preserve our individual freedoms and expand our opportunities in agriculture.

Farm Bureau's strength relies on members' abilities to analyze agricultural issues and solutions that best meet their needs. To develop these skills and engage the next generation of leaders in agriculture and Farm Bureau, AFBF and the YF&R Committee host an annual Young Farmer & Rancher Leadership Conference and coordinate annual competitive events where the finalists from each state compete at the AFBF Annual Convention.

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For more information contact: [yfr@fb.org](mailto:yfr@fb.org)  
or visit [fb.org/programs/young-farmers-and-ranchers](http://fb.org/programs/young-farmers-and-ranchers)



“The YF&R program can be used to develop leadership skills & achieve personal growth that our members can take back to their homes where they have the most impact as leaders in their rural communities.”



**KALENA BRUCE**  
2017 YF&R CHAIR



## The American Farm Bureau Federation Promotion & Education (P&E) program develops and centralizes resources that inspire and equip Farm Bureau members to convey the significance of agriculture.

The P&E program fills an important role in bridging the gap between farmers and consumers by providing tools and resources for Farm Bureau members who are eager to help share agriculture's story.

**The P&E Committee is appointed by the American Farm Bureau Federation president. Their roles and responsibilities include:**

- Surfacing, prioritizing and developing ideas for agricultural promotion and education.
- Providing effective, practical tools for implementing grassroots projects.
- Increasing opportunities for training volunteers to be effective agricultural advocates.





The American Farm Bureau Women's Leadership (AFBWL) program engages women with the training they need to become powerful advocates for today's agriculture.

The program provides women with leadership training, communication skills and networking to strengthen their ability to encourage positive change in their communities and in the agricultural industry.

*"Being involved in the Women's Leadership Program has molded me into a better leader for Farm Bureau and my community. I encourage all women to get involved."*

**SHERRY SAYLOR, CHAIR  
AFB WOMEN'S LEADERSHIP COMMITTEE**



*Women's Communications Boot Camp 2017 Graduates*

### WOMEN'S COMMUNICATIONS BOOT CAMP

Farm Bureau Women's Communications Boot Camp is an intensive training for Farm Bureau women interested in building skills to communicate about agriculture. The training prepares graduates for public speaking opportunities, media interviews and advocating on Capitol Hill.

- Over 165 graduates- each elite class has only 15 participants

### FARM BUREAU WOMEN D.C. FLY-IN

The AFB Women's Leadership Committee hosts an annual Farm Bureau Women D.C. Fly-in. Participants receive extensive advocacy training and briefings prior to Congressional visits to advocate on a strategic issue that farmers and ranchers are facing.



For more information on supporting Farm Bureau's Women's Leadership Program or sponsoring the Women's Communication Boot Camp, contact Sarah Brown Dirkes at [sarahd@fb.org](mailto:sarahd@fb.org) or 202-406-3684.