



Sponsorship Opportunities

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About Us

California Foundation for Agriculture in the Classroom (AITC), is a 501 (c) (3) nonprofit organization dedicated to educating youth throughout California about the importance of agriculture in their daily lives.

We do this through:



Educational Materials

Developing materials that are accurate, teacher-tested and scientifically sound to enhance the educational experience of K-12 students.



Programs

Providing programs, inspiration and training opportunities for educators.



Partnerships

Partnering with like-minded organizations to create awareness about the significance of agriculture in our everyday lives.



Recognition

Recognizing teachers and students for their achievements in agricultural literacy.



Support

Supporting the pursuit of agricultural careers and continuing education.



Mission

Our mission is to increase awareness and understanding of agriculture among California's educators and students.

Our Reach

Total Direct Impressions:

900,000 students are impacted by AITC programs & resources each year

30,000 teachers engage with AITC each year

Promotion & Marketing

Website Reach:

38,000+ visitors with more than 26,000 resources downloaded

Email Database:

24,000+ educators across the state subscribe to our monthly e-newsletter

Teachers Pay Teachers:

13,761 viewers with more than 16,400 resources downloaded

Partners, Ag News Outlets, and Industry Leaders:

100+ Contacts

Social Media:

8,900 followers



Ongoing Partnership Opportunities:

- Matching Funds
- Teacher Grants
- Service Agreements for Specific Resources

Outreach Opportunities:

- Training Webinars
- Giving Tuesday
- BigDay of Giving
- National Ag Week
- Friendraisers

CHARITABLE CONTRIBUTIONS

California Foundation for Agriculture in the Classroom is a 501(c)(3) nonprofit organization which allows sponsors to treat their sponsorships as a tax-deductible charitable contribution in accordance with IRS Code 170(f)(8). Our IRS Tax ID number is 68-0100601.

Programs & Resources



What's Growin' On?

Each year, a new edition of *What's Growin' On?* joins the collection. The educational newspaper highlights California's vibrant and diverse agricultural industry with current and accurate information. A variety of activities, trivia, graphics and readings provide something for every learner.

Sponsorship Benefits:

- Logo and acknowledgment in *What's Growin' On?* student newspaper distributed to more than 100,000 people annually and downloaded by more than 1,000 unique users online.



Virtual Farm Day

Students take a virtual Ag-venture exploring the vast bounty of California agriculture. Over 20,000 students tune in to hear from and talk with farmers and leaders in agriculture to better understand how much agriculture affects their daily lives.

Sponsorship Benefits:

- Logo and acknowledgment on within the Farm Day Video, including any printed supplement materials.
- Logo and acknowledgment (and link when applicable) on Farm Day page of the AITC website.



Literacy for Life

Literacy for Life grants are designed to help initiate new projects or expand existing ones that promote agricultural literacy. Grants of up to \$1,500 are provided to California K-12 educators to support the integration of agriculture into regular classroom instruction.

Sponsorship Benefits:

- Logo and acknowledgment (and link when applicable) on the Literacy for Life page of the AITC website.
- Podium recognition when presenting the Outstanding Educator Award at the California Farm Bureau Annual Meeting, National Ag Week Events and Annual Teacher Conference



Imagine this...

California students in grades three through eight creatively explore agriculture by writing narratives about commodities of their choice. The winning stories from each grade level are illustrated by high school art students and published in our annual book, *Imagine this...*

Sponsorship Benefits:

- Logo and acknowledgment on the back cover of the publish *Imagine this...* book.
- Logo and acknowledgment (and link when applicable) on *Imagine this...* page of the AITC website.
- Podium recognition at the *Imagine this...* ceremony at the State capital on California Ag Day.



Programs & Resources



Taste & Teach

Teachers from around the state apply to receive a binder of resources with lessons for teaching subjects around a different commodity each month. Each teacher receives a gift card to shop at Raley's or Stater Bros. to purchase the commodity being taught for the students to taste.

Sponsorship Benefits:

- Logo and acknowledgment (and link when applicable) on the Taste & Teach page of the AITC website.
- Logo and acknowledgment in the Taste & Teach resource binders that are distributed to participating classrooms.
- Logo and acknowledgment in monthly Taste & Teach update emails



Workshops

AITC partners with many different organizations including college teacher credentialing programs and school districts, to provide workshops that introduce teachers to agricultural literacy and its many possibilities in the classroom.

Sponsorship Benefits:

- Logo and acknowledgment (and link when applicable) on the AITC website.
- Acknowledgement on any printed resource materials created for workshops.
- Opportunity to come speak at a University Student Teacher Program Workshop.



Teacher Conference

AITC hosts an annual teacher conference that includes a wide range of exciting and informative sessions, workshops, exhibits, field trips, and more. This agriculturally themed conference provides teachers with free, factually accurate, teacher-tested curriculum and agricultural awareness.

Sponsorship Benefits:

- Logo and acknowledgment (and link when applicable) on AITC website, conference website, printed conference program, general signage, and teacher resource bag.
- Inclusion in all Conference communications and PR efforts
- Opportunity to include collateral materials in teacher resource bag.
- Opportunity to welcome and address Conference guests

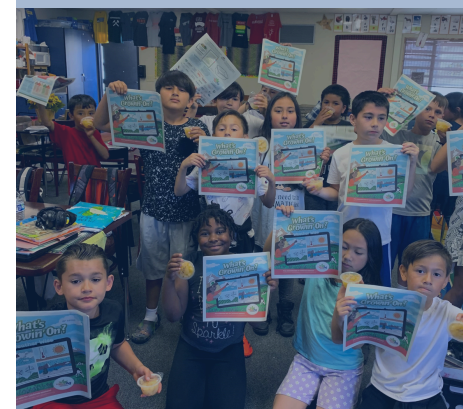


Resources

AITC's lessons and units have been written, field-tested, and reviewed by educators. Lessons help students develop skills in science, math, language arts, history, health/nutrition, and more. Resources are aligned to the California Education Standards and are free to download or request a hard copy.

Sponsorship Benefits:

- Opportunities for Co-Branded Resource Development



Sponsorship Details



\$75,000 & Up

Recognition as a sponsor of all AITC programs and events with over 1 million people. Roughly a \$0.13 per person investment to help increase awareness and education of the agricultural system in California among youth and educators throughout the Golden State.

Recognized as a partner at the Barnraiser level with the inclusion of logo (and link when applicable) on AITC website.

Customized social media mentions with an audience of more than 9,300 followers

Opportunity to include a digital ad in 12 issues of Cream of the Crop, our e-newsletter sent to more than 24,000 educators.

Use of the official AITC logo in your publications, communications, and marketing.

Inclusion in one California Farm Bureau Ag Alert, distributed physically and electronically to 22,000 people.

Podium recognition as a supporter of Ag in the Classroom in front of 700+ people at the CFBF Annual Meeting.

- Programs Recognized in:
- Teacher Conference
 - Farm Day & Ag Day at the Capitol
 - *Imagine this...* Writing Contest
 - *What's Growin' On?* Student Newspaper
 - Taste & Teach Program
 - University Student Teacher Program
 - Literacy for Life
 - Outreach Opportunities

We are open to special requests.

BARNRAISER



\$50,000 & Up

Recognized as a partner at the Harvester level with the inclusion of logo (and link when applicable) on AITC website.

Customized social media mentions with an audience of more than 9,300 followers

Opportunity to include a digital ad in 6 issues of Cream of the Crop, our e-newsletter sent to more than 24,000 educators.

Use of the official AITC logo in your publications, communications, and marketing.

Inclusion in one California Farm Bureau Ag Alert, distributed physically and electronically to 22,000 people.

Podium recognition as a supporter of Ag in the Classroom in front of 700+ people at the CFBF Annual Meeting.

Premiere recognition for one of these specific programs:

- Teacher Conference
- Farm Day & Ag Day at the Capitol
- *What's Growin' On?* Student Newspaper
- Taste & Teach Program

We are open to special requests.

HARVESTER



\$25,000 & Up

Recognized as a partner at the Cultivator level with the inclusion of logo (and link when applicable) on AITC website.

Customized social media mentions with an audience of more than 9,300 followers

Opportunity to include a digital ad in 4 issues of Cream of the Crop, our e-newsletter sent to more than 24,000 educators.

Use of the official AITC logo in your publications, communications, and marketing.

Premiere recognition for one of these specific programs:

- *Imagine this...* Writing Contest
- Literacy for Life

We are open to special requests.

CULTIVATOR



\$10,000 & Up

Recognized as a partner at the Seed Sower level with the inclusion of logo (and link when applicable) on AITC website.

Inclusion in two social media mentions with an audience of more than 9,300 followers

Opportunity to include a digital ad in 2 issues of Cream of the Crop, our e-newsletter sent to more than 24,000 educators.

Use of the official AITC logo in your publications, communications, and marketing.

Premiere recognition for one of these specific programs:

- University Student Teacher Program
- Outreach Opportunities

We are open to special requests.

SEED SOWER



\$5,000 & Up

Recognized as a partner at the Gardener level with the inclusion of logo (and link when applicable) on AITC website.

Inclusion in one social media mentions with an audience of more than 9,300 followers

Opportunity to include a digital ad in one issue of Cream of the Crop, our e-newsletter sent to more than 24,000 educators.

Use of the official AITC logo in your publications, communications, and marketing.

We are open to special requests.

GARDENER



\$2,500 & Up

Recognized as a partner at the Planter level with the inclusion of logo (and link when applicable) on AITC website.

Use of the official AITC logo in your publications, communications, and marketing.

We are open to special requests.

PLANTER