



Celebrate Agriculture Weekend

SPONSORSHIP OPPORTUNITIES

The K-State College of Agriculture looks forward to hosting the 10th Annual Celebrate Agriculture Weekend. What started as a game sponsorship has since evolved into a weekend of activities. For the 2024 weekend, we are offering several opportunities for industry partners to sponsor different aspects of the festivities. Your support helps the K-State College of Agriculture in a multitude of ways, all while promoting your business or organization to our audiences.

Below, we've outlined the various opportunities for promotion and inclusion within each sponsorship option, as well as the expected audience.



Friday Evening Cookout on the Quad

Audience: College of Agriculture Alumni

We would like to add a social event on K-State campus to the weekend's activities to incentivize alumni to come back and celebrate together. Our alumni community is strong, and we want to bring everyone to Manhattan for a fun event, allowing everyone to reminisce about their college days. Being our inaugural event, we are hoping to have 300 attendees.

TITLE SPONSOR:

Three (3) sponsorships available. Will be listed on multiple signage as a title sponsor, online with event promotion and advertised on cornhole boards during the cookout. You will have the opportunity to have a booth at the event if you would like. We would provide an 8-ft. table.

Title Sponsor: \$6,000 each

SUPPORTING SPONSOR:

Six (6) sponsorships available. Will be listed as a supporting sponsor for the event and online. Other promotional opportunities will be explored.

Supporting Sponsor: \$3,000 each



Saturday Events:

AG VILLE ACTIVITY BOOTHS SPONSOR:

Two (2) sponsorships available. You will have the opportunity to be featured in the Ag Ville Activity Booths setup and be featured on the giveaway item (in 2023 it was T-shirts), as well as in the pre- and post-game promotions. In 2023, we had 29 agriculture groups participate in the event and had over 1,000 consumers participate.

Ag Ville Activity Booths Sponsor: \$6,000 each



COLLEGE OF AGRICULTURE ALUMNI & FRIENDS TAILGATE SPONSOR:

Four (4) sponsorships available. Held on the floor of Bramlage Coliseum, this come-and-go event gives alumni and friends the opportunity to enjoy a great meal, company and good music before the game. In 2023, we had 350 alumni and friends participate. You will be promoted on-site as well as online for pre-registration. We also send a post-event follow-up in which you will be featured. If you are interested, you will have the opportunity to have a booth at the indoor tailgate as well as a feature on cornhole boards during the tailgate. There is no formal program, so the event is truly a come-and-go.

College of Agriculture Alumni & Friends Tailgate Sponsor: \$3,000 each



GENERAL CELEBRATE AG WEEKEND SUPPORTERS

Unlimited Sponsorships Available

\$2,500 - Logo online and in post-event outreach

\$1,000 - Listed online and logo in post-event outreach

\$500 - Listed online and in post-event outreach



CONTACT US

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