



# 2022 SPONSORSHIP + MARKETING GUIDE

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# WHY ADVERTISE



**1,200 +**  
VENDORS +  
EXHIBITORS



**4,000 +**  
PRODUCTS  
SHOWCASED



**50,000 +**  
VISITORS



**AG-BASED  
TRADE SHOW**  
FOR FARMS OF ALL SIZES



**530 ACRES +  
1.6 MILLION**  
SQUARE FEET OF EXHIBIT SPACE

## SPONSORS

### PLATINUM

Swisher International, Inc.

### GOLD

Farm Press  
Reinke

### SILVER

Agri Supply Company  
AgroLiquid  
Chevrolet  
Cool Tech Coatings  
Georgia Metals, Inc.  
John Deere  
LMC Ag  
KMC  
Kubota  
Massey Ferguson  
RW Griffin Industries, LLC  
Vantage Southeast

### BRONZE

Bayer  
Bekaert  
Brown Manufacturing Corp.  
Coca-Cola  
Flint River Fresh  
Georgia Farm Bureau  
Georgia Grown  
Hays LTI  
Newton Crouch  
Nutrien Ag Solutions  
Sukup  
Valley



# ON-SITE SPONSORSHIPS

## GOLF CART FLEET SPONSOR

- Over 80 carts used on the grounds by staff and media
- Includes one comp golf cart for use
- Advertise with a full color logo provided by sponsor, dimensions 16 X 7.5 inches
- Individual cart sponsorships available after August 15, if Fleet Sponsorship not sold - \$250

**\$8,000**

## YOUTH EDUCATIONAL CHALLENGES

- Naming rights for one company - \$6,000 3-year commitment
- Sponsorships of individual contests - \$1,000

**\$6,000**

## KIOSK SPONSORSHIP

- 1 company
- 7 kiosks
- 3-year minimum commitment
- Only one available

**\$5,000**

## SUNBELT SHUTTLE

- Named shuttle service (XYZ Company Sunbelt Shuttle) with highly visible signage on shuttle
- Shuttles travel the entire grounds, offering complete coverage
- Additional sponsor signage will be posted at each pick-up and drop-off location
- Only one available

**\$5,000**

## CONVENIENCE CARTS

- Golf carts, driven by UGA students, assisting visitors with transport and directions
- One travels north/south and the other east/west
- Signage on carts
- Only two available

**\$2,500**

**RESERVE YOUR SPONSORSHIP SPACE TODAY**

**Becca Turner, Marketing and Public Relations Consultant**  
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# ON-SITE SPONSORSHIPS

## SOCIAL MEDIA TEAM

- Company logo on Social Media Team shirts, Deadline Aug. 15 for shirt order
- Banner ad on the website from time of confirmed sponsorship through Expo
- 3 Facebook Live posts (one for each day of Expo)
- Only one available

**\$2,000**

## TRAM SPONSOR

- Trams run to popular field demo areas, seen by thousands of visitors
- Tram sign, 22 available (\$750 first year, \$450 subsequent years)
- Exclusive Tram Naming Rights - All 6 sign positions and company name/website on top tarp cover (\$3,000 first year, \$2,000 subsequent years). Minimum 3-year commitment.

**\$750**

## FENCE BANNER

- Messaging along the highly popular Darrell Williams Research Farm Road
- Over 80,000 visitors travel the field road between the July Field Day and October Expo
- 10 x 4 mesh banner, May-October, \$750 first year, \$450 second year (reprints required after)
- Limited quantity

**\$750**

## EXHIBITOR REGISTRATION

- Over 1,200 companies will send multiple staffers through Expo exhibitor registration
- Run an ad on the two large TV's that are available
- Ad provided by sponsor, dimensions 1440 x 1080 pixels
- Only five available

**\$500**



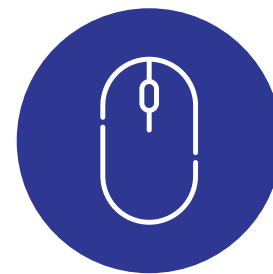
**50,000 +**

Visitors will see **YOUR COMPANY NAME** in the show program and on the signage throughout the event.

# DIGITAL SPONSORSHIPS

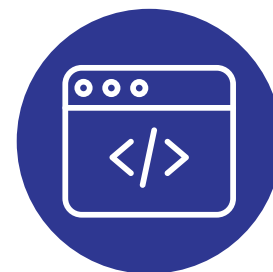


SUNBELTEXPO.COM



300,000

page views per year,  
peak month October



## POPULAR REGIONS:

Georgia, Florida, Alabama,  
North and South Carolina,  
Tennessee, Texas

## WEBSITE ADVERTISING

### BILLBOARD AD - runs August, September, October

- 970 x 250 on home page
- 300 x 250 on all other pages
- images or ad tags accepted - no .swf
- Only one available

**\$10,000**

### LEADERBOARD AD

- 728 x 90, multiple spaces available

**\$1,000/  
MONTH**

### MEDIUM RECTANGLE AD

- 300 x 250, multiple spaces available

**\$500/  
MONTH**

### SKYSCRAPER AD

- 120 x 600, multiple spaces available

**\$450**

### HALF SKYSCRAPER AD

- 120 x 300, multiple spaces available

**\$225**



## POPULAR PAGES:

Home, About, Schedule,  
Visitors, Map, Exhibitors,  
Directions



# SOCIAL MEDIA ADVERTISING

## PACKAGE A

- 3 Facebook posts prior to Sunbelt. Photo, web site link, and text included ( 25 words max)
- 1 Facebook video (client provides, 2 minutes max)
- 2 Instagram posts
- 3 Tweets
- 1 Snapchat (photo or video provided by client)
- 1 Facebook Live segment during Expo - created by our Social Media Team

**\$2,800**

## PACKAGE B

- Outside promotion provided by Sunbelt Social Media Team
- 2 Facebook Live videos at your booth or demonstration area. Video can be interview or demonstration
- Facebook Story addition
- Snapchat Story post
- Instagram Feed Post and Instagram Story

**\$2,500**

## PACKAGE C

- 2 Facebook posts prior to Sunbelt. Photo, web site link, and text included ( 25 words max)
- 1 Instagram post
- 2 Tweets
- 1 Snapchat (photo or video provided by client)

**\$1,000**

## A' LA CARTE

- Post on Instagram, Facebook, and Twitter before August 1 - \$300 or after August 1 - \$500
- Facebook Live during Expo - \$500
- 4 posts plus 1/4 page advertorial in show program - \$1,000
- Pre-Expo post on Facebook only - \$200
- Pre-Expo Instagram post on Instagram only - \$200

**\$200+**

## SUNBELT MARKETING TEAM (Onsite to promote Sunbelt Ag Expo and Exhibitors)

- The Sunbelt Marketing Team will help you create custom ads or you can provide your own curated content. We can also share your posts or previously posted content.

**\$250+**

# #SUNBELTAGEXPO



**WEBSITE**

[www.sunbeltexpo.com](http://www.sunbeltexpo.com)



**FACEBOOK**

[@sunbelttagexpo](https://www.facebook.com/sunbelttagexpo)



**INSTAGRAM**

[@sunbelttagexpo](https://www.instagram.com/sunbelttagexpo)



**YOUTUBE**

[bit.ly/SunbeltAgExpoYouTube](https://bit.ly/SunbeltAgExpoYouTube)

# E-NEWSLETTER/E-BLAST

## EXCLUSIVE CUSTOM EMAIL

- Sent to Sunbelt distribution list
- Must be sent under Sunbelt header
- Sunbelt does not share distribution list
- Analytics on the mail campaign will be provided
- Custom artwork to be provided by client
- Email Becca for more info

**\$1,000/  
ENEWS**

## AD WITHIN SUNBELT MONTHLY NEWS

- Ad withing the Sunbelt Enewsletter with link from ad
- Ad size 600 x 200
- Email Becca for more info

**\$500/  
MAILING**



**11,000+**

active contacts



**PUBLISHED 1X**

per month on or around  
first of month



**CONTACT LIST**

general Expo visitor  
list and separated  
exhibitor list

**30-50%  
open rate**



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