



2024

SPONSORSHIP + MARKETING GUIDE

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Map Your Show



WHY ADVERTISE



850 +
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

GOLD

Farm Press
John Deere
KMC
Kubota
Reinke
Massey Ferguson

SILVER

Agri Supply Company
AgroLiquid
Cool Tech Coatings
Georgia Metals, Inc.
LMC Ag
RW Griffin Industries, LLC
Ag Technologies/Vantage Southeast

BRONZE

Bayer
Bekaert
Brown Manufacturing Corp.
Coca-Cola
Flint River Fresh
Georgia Farm Bureau
Hays LTI
Newton Crouch
Nichino
Nutrien
Solis
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 - \$7,000/year (3-year commitment)
- Sponsorships of individual contests - \$1,000

\$7,000

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



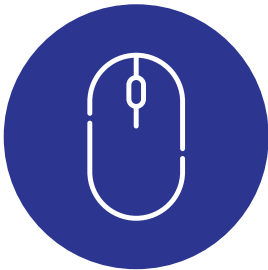
50,000 +

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

DIGITAL SPONSORSHIPS

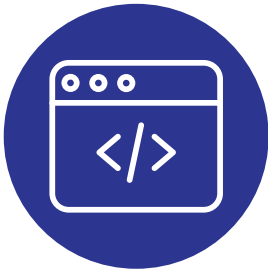


SUNBELTEXPO.COM



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



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
- 2 Facebook Live segment during Expo - created by our Social Media Team

\$3,000

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
- 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)
- 2 Instagram post

\$1,000

A' LA CARTE

- Post on Instagram and Facebook before August 1 - \$300 or after August 1 - \$500
- Facebook Live during Expo - \$500
- 4 posts plus 1/4 page advertorial in show program - \$1,250
- Pre-Expo post on Facebook only - \$200
- Pre-Expo Instagram post on Instagram only - \$200

\$200+

#SUNBELTAGEXPO



WEBSITE

www.sunbeltexpo.com



FACEBOOK

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



INSTAGRAM

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



YOUTUBE

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

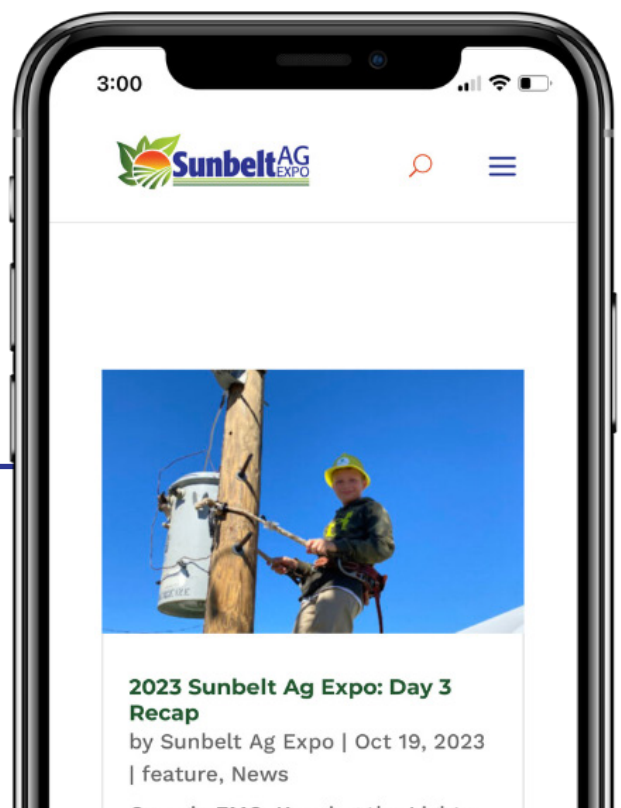
per month on or around
first of month



CONTACT LIST

general Expo visitor
list and separated
exhibitor list

39%
open rate
3%
click through





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