



# 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



# NEW SPONSORSHIP OPPORTUNITIES



## FARMER OF THE YEAR SPONSOR PROGRAM

Contact Chip Blalock ([chip@sunbeltexpo.com](mailto:chip@sunbeltexpo.com)) or Becca Turner ([becca@sunbeltexpo.com](mailto:becca@sunbeltexpo.com)) to learn more about the benefits of sponsoring the Farmer of the Year Program in 2024.

### Package Amounts

Title - \$150,000  
Platinum - \$75,000  
Gold - \$50,000

Silver - \$25,000  
Bronze - \$10,000  
Friend - \$9,999 and under



## TRACTOR PULL AT THE SUNBELT AG EXPO

Contact Chip Blalock ([chip@sunbeltexpo.com](mailto:chip@sunbeltexpo.com)) or Becca Turner ([becca@sunbeltexpo.com](mailto:becca@sunbeltexpo.com)) to learn more about the opportunity to sponsor this event. 2023 was the first year for this successful and fun event.

### Package Amounts

Title - \$50,000  
Platinum - \$25,000  
Full Pull - \$15,000

All Antique Categories - \$10,000  
One Antique Category - \$5,000  
Friend - \$4,999>

# 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**

**229.985.1968 | [becca@sunbeltexpo.com](mailto:becca@sunbeltexpo.com)**

# 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

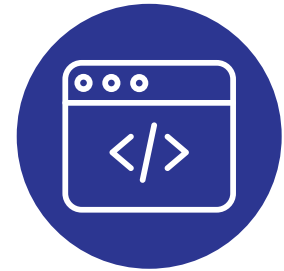


SUNBELTEXPO.COM



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



**FACEBOOK**

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



**INSTAGRAM**

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



**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

**39%**

open rate

**3%**

click through





# SUNBELT EXPO

**SOUTHEAST FarmPress** OFFICIAL PROGRAM 2024  
AD RATES AND ORDER FORM



## BRING FARMERS TO YOUR BOOTH

The Official Show Program will deliver your message to buyers and decision makers at North America's Premier Farm Show in **Moultrie, Georgia, October 15-17, 2024** and reach your key customers in all of these states for one low price!

REACH OVER

# 76,000 Readers

WITH YOUR AD MESSAGE IN THE EXPO'S OFFICIAL SHOW PROGRAM!

The Official Show Program will polybag with the Southeast Farm Press, October 2nd and Delta Farm Press, October 4th issue.

**Space Reservation Deadline:** Aug. 9, 2024

**Material Deadline:** Aug. 30, 2024

### CIRCULATION BY STATE

Alabama	2,890	Florida	1,769	Louisiana	3,912	Missouri	2,012	Tennessee	3,240
Arkansas	6,751	Georgia	5,390	Maryland	630	North Carolina	6,328	Virginia	2,853
Delaware	152	Kentucky	4,868	Mississippi	4,735	South Carolina	2,233	West Virginia	275

Ad Sizes	B/W	2/C (Std)	4/C	Ad Dimensions	Width	Depth
Full Page	\$6,260	\$7,050	\$8,200	Full Page	6.5"	9.5"
Full Spread	\$14,180	\$15,045	\$16,125	Full Spread	14"	9.5"
2/3 Page	\$3,950	\$4,860	\$6,000	2/3 Page	4.25"	9.25"
1/2 Page	\$3,840	\$4,720	\$5,600	1/2 Page Horizontal	6.5"	4.5"
1/3 Page	\$2,030	\$3,050	\$4,050	1/2 Page Vertical	3.125"	9.25"
1/4 Page	\$1,910	\$2,590	\$3,455	1/3 Page Square	4.25"	4.5"
1/6 Page	\$1,100	\$1,650	\$2,200	1/3 Page Vertical	2"	9.25"
Business Card	\$800	\$1,200	\$1,600	1/4 Page	3.125"	4.5"
Exhibitor List Ad			\$395	1/6 Page	2"	4.5"
All rates are gross.				Business Card	3.125"	2"
				Exhibitor List Ad	2.125"	1"

Full Page w/Bleed	Trim Size 7.5" x 10.5"	with Bleed 7.75" x 10.75"	Live area 6.5" x 9.5"
Full Page Spread w/Bleed	Trim Size 15" x 10.5"	with Bleed 15.25" x 10.75"	Live area 14" x 9.5"

### Contract:

Contact \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Telephone \_\_\_\_\_  
 Email \_\_\_\_\_

### Place your order today.

CONTACT: Contact your sales representative  
 662-457-0330

### Ad Info

Ad Size \_\_\_\_\_ Shape \_\_\_\_\_  
 Color \_\_\_\_\_ Rate \_\_\_\_\_  
 Signature \_\_\_\_\_  
 Date \_\_\_\_\_



# RESERVE YOUR SPONSORSHIP SPACE TODAY

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