

2025 SPONSORSHIP AND MARKETING GUIDE



OCTOBER 14-16, 2025 | MOULTRIE, GA | SUNBELTEXPO.COM

WHY ADVERTISE

GET NOTICED BEFORE THEY SEE YOUR BOOTH AND BEYOND
AT NORTH AMERICA'S PREMIER FARM SHOW

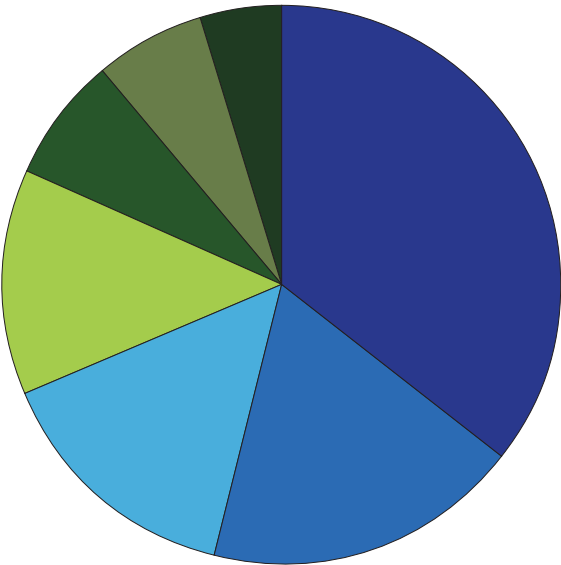


530 ACRES + 1.6 MILLION

SQUARE FEET OF AG-BASED EXHIBIT SPACE

16 STATES
VISITORS FROM
16 STATES IN 2024

Why do people
attend the Sunbelt
Ag Expo?



Farm Equipment Demos	Equipment Purchase	Networking	Sustainable living/Backyard Garden	Research Farm	Seminars	Youth Events
35.60%	18.40%	14.80%	13.00%	7.20%	6.40%	4.60%



700+

VENDORS +
EXHIBITORS



4,000 +

PRODUCTS
SHOWCASED



35,000 +

VISITORS FROM
FARMS OF ALL
SIZES

ON-SITE SPONSORSHIPS

MORE VISIBILITY OUTSIDE OF YOUR BOOTH



FARMER OF THE YEAR SPONSOR PROGRAM

Contact Chip Blalock (chip@sunbeltexpo.com) to learn more about the benefits of sponsoring the Farmer of the Year Program in 2025.

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) to learn more about the opportunity to sponsor this event.

Package Amounts

Title - \$40,000
Platinum - \$25,000
Full Pull - \$15,000
All Antique Categories - \$10,000
One Antique Category - \$5,000
Friend - \$4,999>

BRAND NEW OPPORTUNITIES IN 2025

ON-SITE SPONSORSHIPS

MORE VISIBILITY OUTSIDE OF YOUR BOOTH

2 PRE-SHOW SOCIAL MEDIA POSTS AND 1 EBLAST INCLUDED WITH EACH PACKAGE

BUILDING NAMING

- Named building with signage on building sides and at entrances of buildings
- 5 total building sponsorships available

\$7,500

TRASHCAN WRAPS

- Get your logo and brand all over the grounds with trashcan wraps.
- Over 300 trashcans = over 300 touchpoints.
- 2-color print option at \$3,500
- Full-color print option at \$5,000

\$3,500+

TICKET SPONSORSHIP

- Sponsor the Sunbelt Ag Expo tickets and get your company's name on every ticket that comes through the gates.
- Statement on tickets would include attendees must visit your booth to sign up for giveaway registration
- 1 available

\$5,000

RESTROOM SPONSOR - GOLD

- Sponsor one of the most visited spots on the grounds
- Signage on the outside of the building
- This sponsorship is for the restrooms at the center of the grounds and flight tower.
- 2 available

\$3,000

RESTROOM SPONSOR - SILVER

- Sponsor one of the most visited spots on the grounds
- Signage on the outside of the building
- This sponsorship is for restrooms at shipping and receiving and livestock section.
- 2 available

\$2,000

ON-SITE SPONSORSHIPS

MORE VISIBILITY OUTSIDE OF YOUR BOOTH

YOUTH EDUCATIONAL CHALLENGES

- Naming rights for one company - \$7,000/year (3-year commitment)
- Sponsorships of individual contests - \$1,000

\$7,000

SUNBELT SHUTTLE

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

\$5,000

GOLF CART FLEET SPONSOR

- Over 100 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
- 1 available

\$5,000

CONVENIENCE CARTS

- Golf carts, driven by Sunbelt staff, assisting visitors with transport and directions
- Carts travel on a u-shape route from the Farm Credit building to the livestock section, to the shuttle stations to between John Deere and Kubota and back
- Signage on carts
- 2 available

\$2,500

SOCIAL MEDIA TEAM

- Logo on name badges
- Banner ad on the website from time of confirmed sponsorship through Expo
- 3 Facebook Live posts (one for each day of Expo)
- 1 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/
\$3,000**

FENCE BANNER

- Messaging along the highly popular Darrell Williams Research Farm Road
- 10 ft. x 4 ft. mesh banner, May-October, \$750 first year, \$450 second year (reprints required after)
- Limited quantity

\$750

DIGITAL SPONSORSHIPS

VISIBILITY BEFORE THEY COME TO THE SHOW

WEBSITE

Advertise on the Sunbelt Ag Expo website during the busiest traffic months of the year (August, September & October). Be visible to your audience with premium positions on the website. You can request what pages you want to be featured on or let our team place you where we feel your ad would fit best.

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
- 1 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**

970x250

300x250

728x90



250,000+

PAGE VIEWS/
YEAR; PEAK IN
OCTOBER



42,000+

CLICKS ON
BUTTONS



PAGES+

HOME, ABOUT, SCHEDULE,
VISITORS, EXHIBITORS, BLOG,
FARMER OF THE YEAR.

DIGITAL SPONSORSHIPS

VISIBILITY BEFORE THEY COME TO THE SHOW

EMAIL

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

**\$1,000/
E NEWS**

AD WITHIN SUNBELT MONTHLY NEWS

- Ad withing the Sunbelt Enewsletter with link from ad
- Ad size 600 x 200

**\$500/
EMAILING**



24,000+
CONTACTS



95%
VIEW ON DESKTOP



41%
OPEN RATE



3%
CLICK THROUGH

Contact Becca Turner, Marketing and Public Relations Consultant
229.985.1968 | becca@sunbeltexpo.com

DIGITAL SPONSORSHIPS

VISIBILITY BEFORE THEY COME TO THE SHOW

SOCIAL MEDIA

PACKAGE A

- 3 Facebook & Instagram posts prior to Sunbelt. Photo/video, web site link, and text included
- 1 video (client provides, 2 minutes max)
- 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 & Instagram posts prior to Sunbelt. Photo/video, web site link, and text included

\$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+



29,000+
FACEBOOK
FOLLOWERS

819,500+
FACEBOOK
CONTENT
VIEWS

730,000+
FACEBOOK
CONTENT
REACH



5,000+
INSTAGRAM
FOLLOWERS

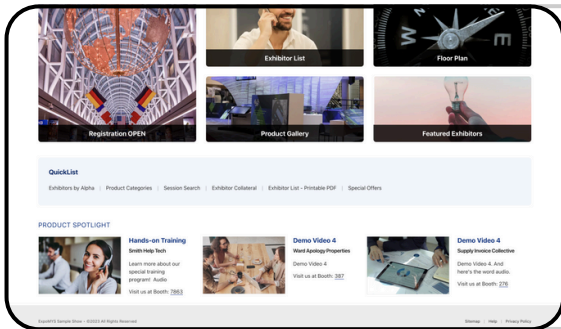
95,000+
INSTAGRAM
CONTENT
VIEWS

14,000+
INSTAGRAM
CONTENT
REACH

Contact Becca Turner, Marketing and Public Relations Consultant
229.985.1968 | becca@sunbeltexpo.com

Additional Sponsorships - Online Directory

Additional Sponsorships Require the Purchase of the Gold Package



PRODUCT SPOTLIGHT + \$500

LIMITED TO FIRST 30 EXHIBITORS

- Showcase your product image or video on the Directory Home Page
- Live link directs attendees to your company's listing

PRODUCT CATEGORY BANNER + \$500

- 320x50 px image
 - 640 x 100 px required for upload
- Guaranteed #1 listing in the category

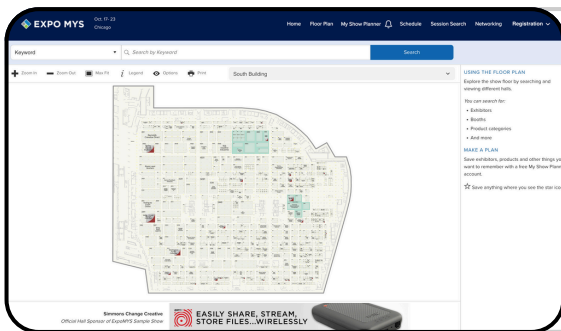
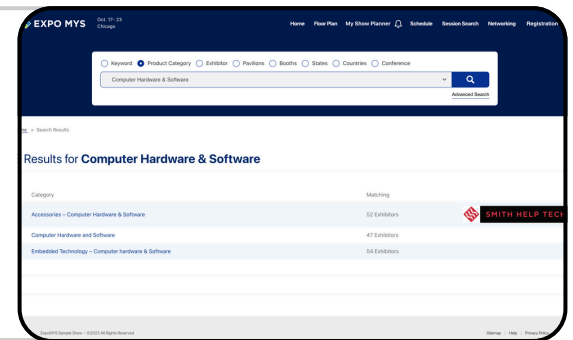


EXHIBIT HALL BANNER + \$1,500

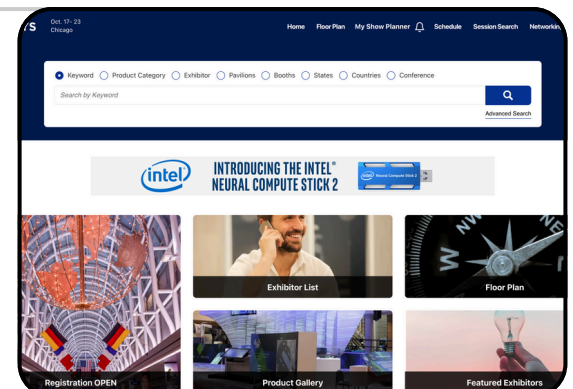
LIMITED TO FIRST THREE EXHIBITORS

- 728x90 px image
 - 1456 x 180 px image required for upload
- Up to 3 rotating maximum

DIRECTORY HOME PAGE BANNER + \$3,000

LIMITED TO FIRST THREE EXHIBITORS

- 1940x180 pixel image on the online directory home page or 600x500 pixel image for mobile/tablet
 - 1940x180 & 600x500 pixel image required for upload
- Up to 3 rotating maximum



What Will My Listing Include?

Features	Basic Listing Included	Silver \$400	Gold \$1000
Contact Information	✓	✓	✓
Website	✓	✓	✓
Social Media	✓	✓	✓
Booth Number	✓	✓	✓
Product Categories	✓	✓	✓
Company Description	✓	✓	✓
Company Logo		✓	✓
Access to Online Leads		✓	✓
Featured Exhibitor Listing			✓
Premier Placement in Search Results			✓
Highlighted Booth with Corner Peel			✓
Collateral		5	5
Product Gallery with Images and Descriptions		4	4
Product Gallery with Video and Descriptions			4

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WEBSITE

www.sunbeltexpo.com



FACEBOOK

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



INSTAGRAM

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



YOUTUBE

bit.ly/SunbeltAgExpoYouTube



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#SUNBELTAGEXPO