

SUNBELT AG EXPO

# 2026 SPONSORSHIP AND MARKETING GUIDE



NORTH AMERICA'S PREMIER FARM SHOW®

**DRIVING**  
**AGRIBUSINESS**  
**FORWARD** //



OCT. 20-22, 2026 | MOULTRIE, GEORGIA | [SUNBELTEXPO.COM](http://SUNBELTEXPO.COM)

# WHY ADVERTISE

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

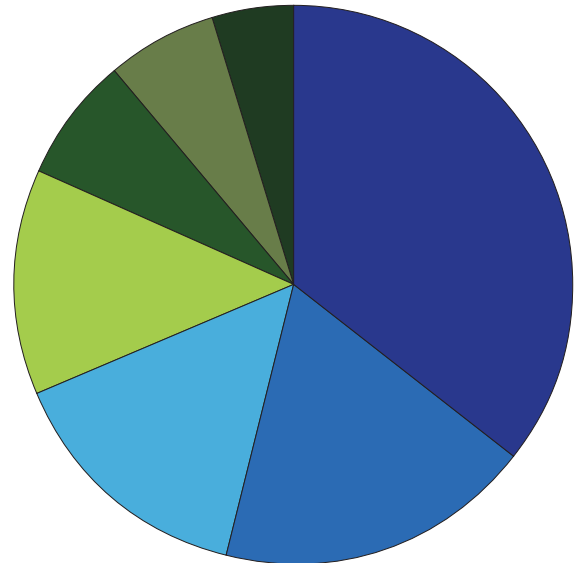


**530 ACRES + 1.6 MILLION**

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



**50,000 +**

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](mailto:chip@sunbeltexpo.com)) to learn more about the benefits of sponsoring the Farmer of the Year Program in 2026.

### Package Amounts

- Title \$125,000
- Diamond \$75,000
- Platinum \$25,000
- Gold \$10,000
- Silver \$5,000
- Bronze \$2,500
- Friend \$2,499 and under



## TRACTOR PULL AT THE SUNBELT AG EXPO

Contact Chip Blalock ([chip@sunbeltexpo.com](mailto: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>

# 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**

**New for 2026: All digital assets must be received by September 15, 2026**

**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/  
ENEWS**

### AD WITHIN SUNBELT MONTHLY NEWS

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

**\$500/  
EMAILING**



**12,000+**  
CONTACTS



**66%**  
VIEW ON DESKTOP



**41%**  
OPEN RATE



**3%**  
CLICK THROUGH

**New for 2026: All digital assets must be recieved by September 15, 2026**

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+**

New for 2026: All digital assets must be received by September 15, 2026



**31,000+**  
FACEBOOK  
FOLLOWERS

**1.8 M+**  
FACEBOOK  
CONTENT  
VIEWS

**1.2M +**  
FACEBOOK  
CONTENT  
REACH



**5,500+**  
INSTAGRAM  
FOLLOWERS

**260,000+**  
INSTAGRAM  
CONTENT  
VIEWS

**37,600+**  
INSTAGRAM  
CONTENT  
REACH

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

# 2026 SPONSORSHIP AND MARKETING GUIDE



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



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



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**YOUTUBE**  
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**#SUNBELTAGEXPO**