



# 805 AG KIDS

Investing in our future, one Ag kid at a time.



**New Corporate Support Opportunities**  
Where doing good is good for business...

# 805 AG KIDS

## WHO WE ARE

Supporting the Next Generation in Agriculture

805 Ag Kids is a registered 501(c)(3) nonprofit charitable organization focused on supporting and celebrating Ventura County youth whose passion for agriculture drives their educational pursuits and career goals.

We are a grassroots community group, powered by volunteers and fueled financially by individuals, businesses, foundations and corporations with local and regional interests.



## THE POWER OF AG IN THE 805

1 in 10 county residents rely on income derived from farming



Ventura County agriculture has a rich heritage. Crops have been grown commercially here since the mid-1800s. And today, as urban expansion continues, it's impressive to note that there is still one acre of irrigated farmland in Ventura County for every acre of city development.

Agricultural production supports a wide range of other businesses too. In fact, 1 in 10 county residents who rely to some degree on income derived from agri-business. According to the Farm Bureau of Ventura County, these businesses employ an estimated 43,000 people and generate \$2.2 billion in revenue and \$76 million in indirect business taxes annually.



# 805 AG KIDS

## WHAT WE DO

A shared motivation, because everybody eats

805 Ag Kids keeps operational expenses to a bare minimum. Our Board of Directors allocates generated revenue directly to the kids in the form of no-interest loans, grants, scholarships and gifts.



### Additionally, we...

- Maintain year-round community communication platforms including our website, e-newsletter, social media platforms, and local television, radio and print support.
- Act as a trusted information resource for Ag news and opportunities through content partnerships with Ag industry organizations, government agencies and educational institutions.
- Advocate for Ag kids, families and businesses at open public, government, boardroom and committee meetings.
- Raise money for kids from corporate partnerships, individual and business donations, foundation grants, and merchandise sales.
- Connect Ag youth and families with local, regional, and national clubs and organizations.
- Raise community awareness of regional Ag youth and the role they play in perpetuating Ventura County's robust agriculture industry.
- Spotlight local youth Ag projects via case studies, marketing outreach, and blog posts.

## WHO WE HELP

It's all about the kids

805 Ag Kids are students aged 5-19. These kids—and their supportive families— live in the Ventura County cities of Camarillo, Fillmore, Moorpark, Newbury Park, Oak Park, Oak View, Ojai, Oxnard, Piru, Port Hueneme, Santa Paula, Simi Valley, Somis, Thousand Oaks, Ventura and Westlake Village.

As members of local 4-H Clubs, FFA Chapters, Grange Organizations and Independent Groups, 805 Ag Kids are dedicated to their education and extra-curricular pursuits. They view participation in animal and agriculture projects as an important step toward their future. For many, their careers in agri-business start with their activities today and, to that end, our collective financial support will help our 805 Ag Kids further their higher education and future employment.



## 805 AG KIDS OUTREACH PLATFORMS

Where Our Partners Get Recognized and Celebrated

805 Ag Kids utilizes a number of effective communication channels to stay connected year-round with 805 Ag Kids, their families, and the greater Ag community.

We strive to not only be a source of financial support, but also a resource for Ag news and information that help kids move forward successfully in their ag-related endeavors and bring favorable attention to the region's vitally important and life-sustaining agri-businesses.

It's on these platforms that we also celebrate and recognize the support we receive from our corporate partners.



### Website: [www.805AgKids.com](http://www.805AgKids.com)

The 805 Ag Kids mobile-friendly website is the main consumer destination for up-to-date Ag information, financial support opportunities, educational opportunities, community outreach, partner recognition, and more.

### E-Newsletter

Ag news and features...tips on showmanship...upcoming special events... links to new content on our website and social media channels. All this and more is what the 805 Ag Kids e-newsletter is all about. Subscribers sign up for the e-newsletter on our website.

### Social Media Channels

Our Facebook, Twitter, and Instagram pages connect directly with 805 Ag Kids enthusiasts and expand our reach to new audiences with news, photos, videos, shared experiences and access to key Ag-related resources.

-  Facebook: <https://facebook.com/805AgKids>
-  Twitter: <https://twitter.com/805AgKids>
-  Instagram: <https://www.instagram.com/805AgKids>

## MEDIA CLOUT TO AMPLIFY OUR MESSAGES

805 Ag Kids appreciates our partnerships with key print and broadcast media outlets in the region. These outlets support our mission and give voice to our specific programs and initiatives, driving interested parties to our website and other outreach platforms.





## BECOME A CORPORATE PARTNER

805 Ag Kids is interested in partnering with corporations that recognize the value of our work and can help advance the goals of our organization. Please know that 100% of your partnership donation is tax deductible; 805 Ag Kids is recognized as tax-exempt under section 501(c)(3) of the Internal Revenue Code.

In addition to numerous marketing and branding benefits, corporate partners enjoy public recognition of their business's connection to 805 Ag Kids, which could help attract new customers and enhance your reputation in the Ag community and general market at large.

### Key Partnership Outcomes

- Enhance your community image to a diverse SoCal audience
- Promote a corporate culture that celebrates and elevates altruism at all levels of your organization
- Align your organization with the advancement and protection of the region's agriculture industry
- Market your goods and services across multiple content delivery channels
- Build your brand and improve customer relationships





## CORPORATE PARTNERSHIP FLEXIBILITY

In addition to the intangible outcomes associated with your investment in 805 Ag Kids, we've developed a slate of year-round marketing and outreach benefits for our corporate partners. These benefits are offered in four packages designed to accommodate your budget realities.

## 805 AG KIDS PARTNERSHIP PACKAGES

Annual Partnership Benefits	Platinum \$15,000	Gold \$10,000	Silver \$5,000	Bronze \$2,500
<b>Exclusive Benefits</b>				
"Official" Product/Service of 805 Ag Kids	✓			
<b>Website Marketing - www.805agkids.com</b>				
"Spotlight" Feature w/link - Partners page	✓	✓		
Ad Cube & Link - Home page	✓	✓	✓	
Scrolling Logo & Link - Home page	✓	✓	✓	✓
Logo & Link - Partners page	✓	✓	✓	✓
<b>Social Media Marketing</b>				
Facebook - "Spotlight" Feature w/link	2	1	1	
Facebook - "Thank You" Signing Post w/link	✓	✓	✓	✓
Instagram - "Spotlight" Feature w/link	2	1	1	
Instagram - "Thank You" Signing Post w/link	✓	✓	✓	✓
Twitter - "Spotlight" Feature w/link	2	1	1	
Twitter - "Thank You" Signing Post w/link	✓	✓	✓	✓
<b>E-Newsletter Marketing</b>				
"Spotlight" Feature w/link	2 issues	1 issue	1 issue	
Display Ad & Link	2 issues	1 issue		
Signing Recognition - Name listing w/link	✓	✓	✓	✓
<b>Broadcast &amp; Print Marketing</b>				
Inclusion in Broadcast Public Access Programming	✓	✓		
Radio Spots - Name Mentions	✓	✓	✓	
Television Ads -Logo Branding	✓	✓	✓	
Print Ads - Logo Branding	✓	✓	✓	

## PLEASE JOIN US!

To get started on a corporate partnership, or for more information, please contact:  
**Marty Lieberman** at **818-512-5892** or **mliberman@805agkids.com**.