



Sponsorship Prospectus

ANNUAL CONFERENCE



JANUARY 11-14, 2027
Knoxville, TN
WWW.AFGC.ORG

Support AFGC Today!

On behalf of the American Forage and Grassland Council (AFGC), we are pleased to invite you to support the 2027 AFGC Annual Conference, which will be held in Knoxville, Tennessee.

Each year, the AFGC Annual Conference brings together professionals from across the forage and grassland industry, including producers, researchers, educators, students, agribusiness leaders, and conservation partners. This event serves as a premier opportunity to share knowledge, strengthen partnerships, and advance the future of forage and grassland agriculture.

As we prepare for our 2027 conference, we are seeking valued sponsors whose support helps make this important event possible. Your sponsorship not only demonstrates your commitment to the industry but also provides meaningful visibility for your organization among a highly engaged audience of agricultural professionals and decision-makers.

In addition to our educational sessions and networking opportunities, the conference will feature a Job Fair Reception designed to connect students and prospective candidates with participating organizations. This reception will provide a valuable setting for employers to engage directly with attendees, promote current job openings, and build meaningful connections with the next generation of industry professionals.

We invite you to review the enclosed 2027 Sponsorship Prospectus, which outlines the available sponsorship opportunities and the benefits associated with each level of support. We are confident there is an option that will align with your organization's goals and provide strong exposure throughout the conference.

Your partnership plays a vital role in helping AFGC deliver a high-quality conference experience while continuing to promote innovation, education, and collaboration within the forage and grassland community.

We hope you will consider joining us as a sponsor for the 2027 AFGC Annual Conference in Knoxville, Tennessee. If you have any questions or would like to discuss sponsorship opportunities in more detail, please feel free to contact me at tina@afgc.org.

Thank you for your consideration and continued support of the American Forage and Grassland Council.

Sincerely,



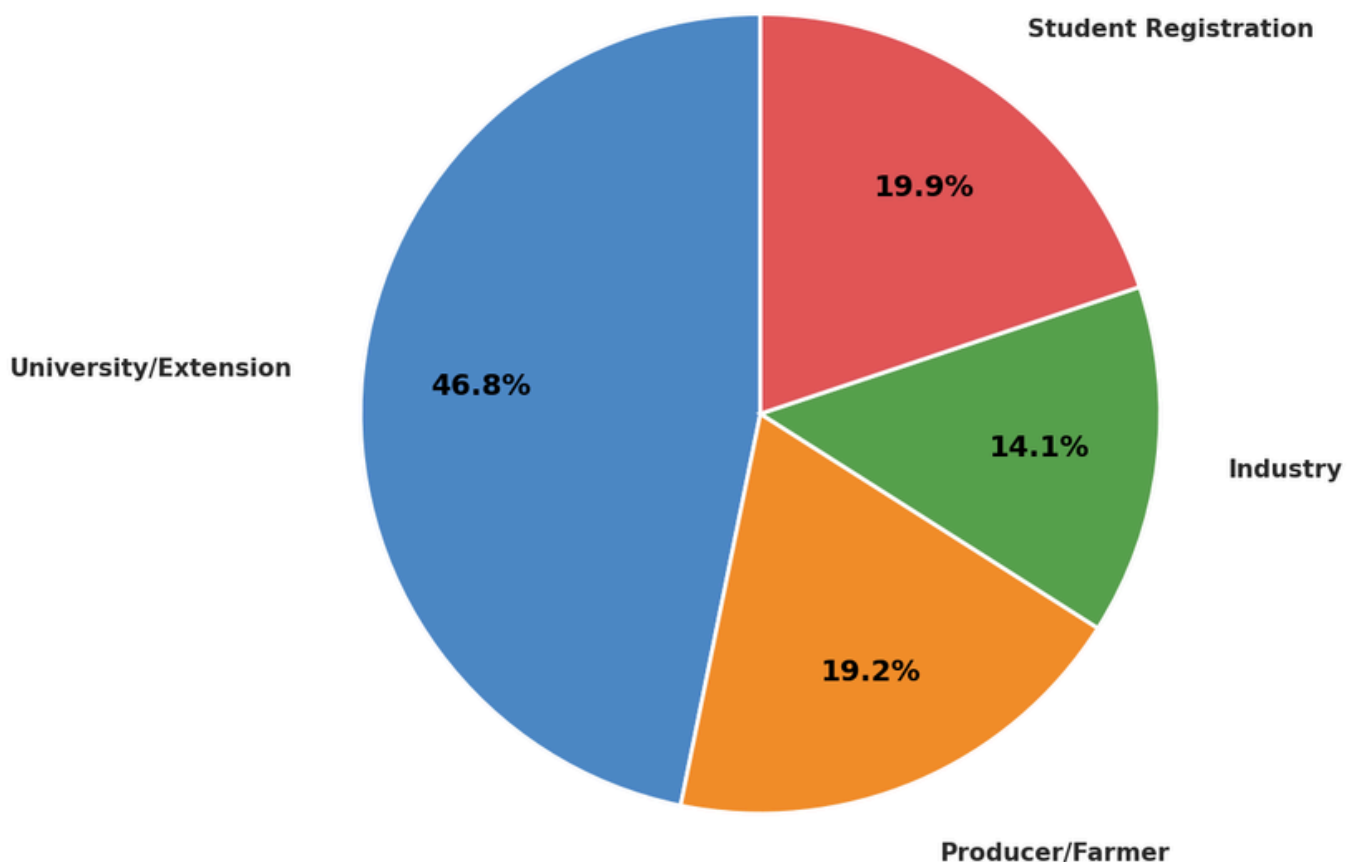
Executive Director

ABOUT

AFGC is an international organization made up of 22 affiliate councils in the United States with over 3,250 members. Our primary objective is to promote the profitable production and sustainable utilization of quality forage and grasslands and are dedicated to advancing the use of forage as a prime feed resource. Our members represent the academic community, producers, private industry, institutes, and foundations. Together, they unite in a common cause to promote and develop the forage industry.

Every year we host an annual conference with over 300 attendees. The two day schedule offers competitions, educational workshops, and networking opportunities for attendees!

AFGC Attendees



Previous Supporters

AgSpire • Alliance For Grassland Renewal • Amazing Grazing •
Barenbrug • Blue Sun Scientific • Corteva Agriscience • DLF •
Forage Foundation • Hay Evaluation Contest • Hay & Forage Grower
Henrietta Baylor • International Grassland Council •
Mountain View Seeds • National Grazing Lands Coalition •
NC Cattlemen Association • NC Choices •
NC Wildlife Resource Committee • NIRS Forage & Feed Consortium •
Noble Research • Oregon Forage Seed Commissions •
PAC Arial Applications • Plant ID • Progressive Forage Grower •
Rangelands Roundtable • Society of Metabolic Health Practitioners •
Southeast Agriseeds • Southeastern Hay Contest •
Tucker Family Farms • USDA - NRCS •



Sponsorship Packages



DIAMOND \$5,000

4 Available

- Ability to provide a 10 minute presentation at first Luncheon
- Logo with link on AFGC website
- 1 complimentary exhibit table
- 5 complimentary registrations
- Sign recognition
- Full page ad in conference program
- Email distributed to AFGC distribution list (pre & post event)
- Recognition in AFGC monthly emails



PLATINUM \$3,500

4 Available

- Ability to provide a 5 minute presentation at first Luncheon
- Logo with link on AFGC website
- 1 complimentary exhibit table
- 4 complimentary registrations
- Sign recognition
- ¾ page ad in conference program
- Email distributed to AFGC distribution list (pre OR post event)
- Recognition in AFGC monthly emails

GOLD \$2,500

- Company name with link on AFGC website
- 3 complimentary registrations
- Sign recognition
- ½ page ad in conference program
- Recognition in AFGC monthly emails

SILVER \$1,000

- Company name with link on AFGC website
- 2 complimentary registrations
- Sign recognition
- ¼ page ad in conference program
- Recognition in AFGC monthly emails

BRONZE \$750

- 1 complimentary registration
- Sign recognition
- Recognition in conference program
- Recognition in AFGC monthly email

Exclusive Sponsorships

LUNCH SPONSOR \$5,000

- Ability to provide a 10 minute presentation
- Recognition on signage
- Logo included in agenda by event and on event website by event
- Verbal recognition from stage
- Recognition in post event email

WORKSHOP SPONSOR \$3,000

- Recognition on signage during workshop
- Logo included in agenda by event and on event website by event
- Verbal recognition from stage during workshop
- Featured on presentation
- Recognition in post event email

BREAKFAST SPONSOR \$2,000

- Recognition on signage during breakfast
- Logo included in agenda by event
- Verbal recognition from stage
- Recognition in conference program
- 1 complimentary registration

AFTERNOON BREAK SPONSOR \$750

- Recognition on signage as break sponsor
- Logo included in agenda by event
- Recognition in conference program

BEVERAGE SPONSOR \$500

- Recognition on signage as beverage sponsor
- Logo included in agenda by event
- Recognition in conference program

EXHIBITS

Table exhibit to include 6ft table and 2 chairs located around perimeter of general session room and/or pre- function space.

Cost: \$250 members/\$500 non-members

- Recognition in conference program
- Recognition on signage
- Recognition on website
- Recognition in post event newsletter

Competition Support

EMERGING SCIENTIST

\$1,500

Current students and recent graduates are nominated by professors and selected to participate based on the quality of their research and written summary, their speaking experience, academic achievements, and participation in professional activities. Nominated competitors then share their research in a 15 minute oral presentation.

Sponsored by Corteva

FORAGE SPOKESPERSON

\$1,500

The Forage Spokesperson Contest is one of the most popular and informative sessions at the annual AFGC conference. Farmers are nominated by state affiliate councils to develop a 15-minute presentation which gives an overview of their farming operation.

Sponsored by Tucker Family Farms

PHOTO CONTEST

\$250

In the AFGC Photo Contest we ask participants to tell the story of forage-based agriculture and the people who work to provide the products we enjoy . The purpose of the contest is to recognize, through photography, the multi-faceted uses of forages.

Sponsored by

FORAGE BOWL

\$500 - \$2,500

The National Forage Bowl Competition is an undergraduate team competition. The format is similar to the popular game show Jeopardy; categories cover all aspects of forage production and management. Support funds are used to support college teams participating in the competition.

Sponsored by the Forage & Grassland Foundation

Terms and Conditions

1. Agreement

The following rules & regulations become binding upon acceptance of this agreement between the applicant, his/her employees and agents, and AFGC, and any additions and amendments thereto that may be established or put into effect by AFGC in the interest of the Conference and Exposition shall be binding on exhibitors and sponsors equally with the terms of this agreement. The acceptance of this agreement is subject to the final approval of AFGC.

2. Payments and Cancellations

Payment must be received in full prior to the start of the convention. Any booth or table with a balance due will not be honored onsite. Payment will be accepted in U.S. currency only as cash, check, or credit card. No refunds are issued for cancellation of sponsorship or exhibition. If event is cancelled sponsorship or exhibit payments will be refunded less any direct marketing costs that have been published and distributed to attendees and/or potential attendees.

3. Observance to Exposition Rules & Regulations

Upon acceptance of the agreement by AFGC, the exhibiting company agrees to abide by the terms herein, and any revisions or amendments thereto made by AFGC. Exhibiting companies not complying with said rules, having knowledge of them or not, shall be subject to the actions taken by AFGC.

4. Indemnity

It is expressly understood and agreed that the exhibiting company will hold harmless and make no claim against AFGC nor any of its officers, members, employees, contractors or agents for any loss, damage to, or destruction of property, nor for any injury that may occur to the exhibitor, its contractors, its agents, or its employees while in the exhibit facility, nor for any damages of any nature or character whatsoever, including legal expenses arising

due to participation in the exhibition during installation period, show hours, closed hours and dismantle period.

5. Insurance

The exhibiting company agrees to carry insurance for a single limit of not less than one million dollars for their employees, agents, contractors or representatives and guests present at the show. The exhibiting company also agrees to provide Worker's Compensation insurance providing benefits for the state in which the exhibit facility is located. An umbrella liability policy is satisfactory as long as all areas are covered.

6. Show Cancellation

AFGC, its officers, members, employees, agents, representatives, or contractors will not be liable for failure to hold the conference/exhibition as scheduled. Payments for sponsorships and/or exhibit space will be refunded, less any actual expenses incurred for the exhibition which will be deducted.

7. Damage to Exhibition Facility

Damage to the exhibition facility, caused or done by the exhibitor, shall be the responsibility of the exhibitor. The exhibiting company agrees to hold AFGC and the hotel harmless of and from all loss, liability, and/or damage whatsoever caused to the exhibition facility, or any part thereof, directly or indirectly.

9. Badges

Name badges must be worn at all times. Access to the exhibit hall and other AFGC events may be denied without a badge.

Support Agreement

Please type or print as information is entered using this data for contact and print purposes. This is not for registration purposes.

Company Name: _____

Contact Name: _____

Address: _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Web Site _____

Support Item	Fee	(x)
Diamond Sponsor	\$5,000	
Platinum Sponsor	\$3,500	
Gold Sponsor	\$2,500	
Silver Sponsor	\$1,000	
Bronze Sponsor	\$750	
Lunch Sponsor	\$5,000	
Workshop Sponsor	\$3,000	
Breakfast Sponsor	\$2,000	
Afternoon Break Sponsor	\$750	
Beverage Sponsor	\$500	
Exhibit Table	\$250/\$500	
TOTAL DUE		

Membership qualification includes membership with a state affiliate council and/or membership directly with AFGC. To join please visit, www.afgc.org, and select Membership for details.

There are no refunds on support items. If an exhibit booth is cancelled prior to December 1, 2026 then a refund will be issued less a \$75 administrative fee. After December 1, 2026 there are no refunds on canceled exhibit spaces.

Return completed form.

Mail to: AFGC, PO Box 867, Berea, KY 40403

Fax to: 859.623.8694.

Email to: membership@afgc.org

Once payment is processed a registration code will be provided to register attendees.