

MICHIGAN



FFA

AGRICULTURAL HERITAGE

JOIN THE MICHIGAN FFA FOUNDATION and other agri-businesses across the state in celebrating Michigan's Agricultural Heritage through the "License to Lead" license plate partnership program.

Revenue generated through the sale and renewal of the Michigan Agricultural Heritage license plates helps to support the FFA Glassbrook Endowment. This endowment is a fund that will help support FFA and Agricultural Education in Michigan for years to come.

The partnership is simple, for a recommended \$5,000 pledge, your organization will be named an Agricultural Heritage partner. The pledged donation will be used to provide a matching gift to the FFA Foundation for each license plate sold, thereby doubling revenue generated from the Agricultural Heritage license plates sold.

The goal of this License to Lead campaign is to encourage the purchase of 4,000 new Agricultural Heritage license plates between March 2009 and March 2010. With matching dollars from partner organizations, this would result in contributions of \$200,000 from this program alone!

A specialized marketing campaign focused on promoting Michigan agriculture will be used to support this fundraising initiative.

Please join us in promoting Michigan's rich history in agriculture and ensuring a strong network of support for our industry's future.



LICENSE TO LEAD

AS A FINANCIAL PARTNER your sponsorship will not only build awareness of the Agricultural Heritage license plate, it will also shed light on the importance of agriculture to Michigan's economy, workforce, and dinner tables. Your support of the Glassbrook Endowment will have far reaching impact within our industry for years to come.

JOINING THE LICENSE TO LEAD PARTNERSHIP

- Provide a recommended \$5,000 matching grant pledge
- Complete pledge form found on the last page and return in enclosed envelope
- Support the promotion of Agricultural Heritage license plate sales through internal and external communications
- Assist in distribution and display of license plate materials

BENEFITS OF PARTNERSHIP

- Promotion within the Michigan agriculture awareness campaign
 - Message promotes importance and positive impact of agriculture in Michigan
 - Campaign has reach and distribution into both rural and urban areas
 - Advertisements, billboards, PSA's, and localized grassroots marketing will be utilized
- Recognition as a partner within:
 - The agribusiness community
 - Michigan FFA Foundation
 - Michigan State University
- Quarterly pledge updates highlighting status of goal



PARTNER BENEFITS

THE GLASSBROOK ENDOWMENT seeks to provide every Michigan citizen a basic understanding of the food, fiber and natural resources segment of our economy. Revenue generated through the sale and renewal of the Michigan Agricultural Heritage license plates helps to support this endowment.

In addition to training youth for jobs, the endowment will enhance the academic preparation of every student by providing educational experiences related to leadership development, problem solving, and decision making.

The endowment is currently at a market value of \$2.7 million and generates over \$100,000 in annual funding for the Michigan FFA. The goal is to have the endowment reach \$5 million by 2010. We can achieve this goal with your help.

STRENGTHENING OUR YOUTH

- Provide for the development and implementation of educational experiences for K-12 students about the importance of agriculture and natural resources to the Michigan economy and way of life
- Develop lessons for use in high school government and social studies classes about practical issues related to agriculture and natural resources policies
- Provide agriculture and natural resources education pre-service and in-service programs for instructors and volunteers to enhance academic preparation of each student
- Develop a vehicle for the industry to support classroom education through tours, guest speakers, and related activities
- Provide mentors, cooperative work experiences, job shadowing, and career preparation with business and industry cooperation
- Expand access to FFA career and leadership development programs

LICENSE TO LEAD PLEDGE FORM

Company Name _____

Contact Name _____

Address _____

City _____ ST _____ ZIP _____

Phone _____ E-Mail _____

Pledge of: \$5,000 or \$_____ to the Glassbrook FFA Endowment Fund

____ **Pay Now** (Check enclosed, payable to Michigan State University)

____ **Pay Later** (Invoice will be sent following the conclusion
of the campaign in March 2010)

Thank you for sharing in the value in this partnership program. Together we will make a positive difference in the future of our youth and the agricultural industry. Please detach this pledge form and return in enclosed envelope.

ADDITIONAL INFORMATION

Michigan FFA Foundation
408 Agriculture Hall
East Lansing, MI 48824
517-432-2482
www.michiganffa.com