



AgSafe

ACTIVATE25
Annual Conference

02.25.25 - 02.27.25

Monterey, CA

**SPONSORSHIP
BROCHURE**

THE INVESTMENT

- Opportunity to support the advancement of health and safety education in the workforce.
- Aligning with a respected leader in workforce safety.
- Spurring conversation for collaboration on key issues.
- Gain access to industry experts in safety, pesticide management, technology, human resources, and workforce development.
- Partake in exclusive networking engagements with a diverse group of ag industry professionals.
- Be on the forefront of issues impacting agriculture.

AgSafe is recognized as a respected authority in workplace health and safety, a reputation reflected in the ACTIVATE25 program. Sessions are crafted to keep attendees up-to-date, equip them with tools for best practices, and uncover new opportunities for both you and your company.

This year's conference promises to ignite fresh innovation and drive positive transformation throughout our workforce. ACTIVATE25 showcases leading industry experts, engaging interactive sessions, and valuable professional networking opportunities with 500+ attendees.

Who Attends?

- Owners/Presidents/CEOs
- General Managers
- Safety Managers
- Food Safety Managers
- HR Professionals
- Production Managers
- Farm Labor Contractors
- Frontline Supervisors

PRESENTING | \$15,000

- **Prominent Recognition:** Featured on all ACTIVATE25 conference materials, including the registration brochure and event program.
- **Welcome Address:** Opportunity to deliver a welcome address during general sessions.
- **Promotional Video:** Showcase a promotional video during general sessions.
- **Exclusive Breakout Session:** Host a dedicated breakout session on a mutually agreed upon topic.
- **Exclusive E-blasts:** 3 exclusive e-blasts to AgSafe's distribution list.
- **Promotional Item:** Company name/logo on conference promotional item of AgSafe's choosing.
- **Website & App Visibility:**
 - Company name/logo in a prominent location on the ACTIVATE25 website and conference app.
 - Four (4) promoted posts on the conference app.
 - AgSafe Website Ad –3 month duration.
- **Digital Signage:** Display company name or logo on digital signage in general sessions.
- **Trade Show Exhibitor Table:** Complimentary exhibitor table in the most desirable location at the trade show.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Registration Benefits:**
 - Executive Track Ticket: One (1) complimentary registration for the Bayer Executive Track.
 - Additional Registrations: Two (2) additional complimentary full registrations.
 - Extended early registration pricing through December 31, 2024 for all company attendees.
- **Celebration Dinner:**
 - Two (2) Celebration Dinner guest passes.
 - Reserved seating for all registered company attendees for the Celebration Dinner on February 26, 2025.
- **Marketing Material:** One (1) piece of marketing material included in ACTIVATE25 attendee packets.
- **Golf Foursome:** Enjoy a golf foursome during the pre-conference golf scramble on February 25, 2025.
- **Webinar:** 2 hosted webinars to the AgSafe network pre or post conference.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast with prominent placement.



SUSTAINER | \$10,000

- **Prominent Recognition:** Featured on all ACTIVATE25 conference materials, including the registration brochure and event program.
- **Promotional Video:** Showcase a promotional video during a general session.
- **Exclusive Breakout Session:** Host a dedicated breakout session on a mutually agreed upon topic.
- **Exclusive E-blasts:** An exclusive e-blast to AgSafe's distribution list.
- **Promotional Item:** Company name/logo on conference promotional item of AgSafe's choosing.
- **Website & App Visibility:**
 - Company name/logo in a prominent location on the ACTIVATE25 website and conference app.
 - Three (3) promoted posts on the conference app.
 - AgSafe Website Ad -2 month duration.
- **Digital Signage:** Display company name or logo on digital signage in general sessions.
- **Trade Show Exhibitor Table:** Complimentary exhibitor table in desirable location at the trade show.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Registration Benefits:**
 - Registration Credits: Three (3) complimentary regular conference registration.
 - Extended early registration pricing through December 31, 2024 for all company attendees.
- **Celebration Dinner:**
 - Two (2) additional complimentary Celebration Dinner guest passes.
 - Reserved seating for all company attendees for the Celebration Dinner on February 26, 2025.
- **Marketing Material:** One (1) piece of marketing material included in ACTIVATE25 attendee packets.
- **Webinar:** Hosted webinar to the AgSafe network pre or post conference.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast with prominent placement.

HARVESTER | \$7,500

- **Prominent Recognition:** Featured on ACTIVATE25 registration brochure and event program.
- **Website & App Visibility:**
 - One (1) sponsored social media post on AgSafe's official channels.
 - Two (2) promoted posts on the conference app.
 - AgSafe Website Ad -1 month duration.
- **Digital Signage:** Display company name or logo on digital signage in general sessions.
- **Trade Show Exhibitor Table:** Complimentary exhibitor table in a desirable location.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Registration Benefits:**
 - Registration Credits: Three (3) complimentary regular conference registration.
 - Extended early registration pricing through December 31, 2024 for all company attendees.
- **Celebration Dinner:**
 - Two (2) additional complimentary Celebration Dinner guest passes.
 - Reserved seating for all company attendees for the Celebration Dinner on February 26, 2025.
- **Marketing Material:** One (1) piece of marketing material included in ACTIVATE25 attendee packets.
- **Webinar:** Hosted webinar to the AgSafe network pre or post conference.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast with prominent placement.

CULTIVATOR | \$5,000

- **Website & App Visibility:**
 - Company name/logo in a prominent location on the ACTIVATE25 website and conference app.
 - One (1) promoted post on the conference app.
- **Digital Signage:** Display company name or logo on digital signage in general sessions.
- **Trade Show Exhibitor Table:** Complimentary exhibitor table in desirable location.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Registration Benefits:**
 - Registration Credits: Two (2) complimentary regular conference registration.
 - Extended early registration pricing through December 31, 2024 for all company attendees.
- **Celebration Dinner:** Two (2) additional complimentary Celebration Dinner guest passes.
- **Marketing Material:** One (1) piece of marketing material included in ACTIVATE25 attendee packets.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast.

PLANTER | \$2,500

- **Digital Signage:** Display company name or logo on digital signage in general sessions.
- **Trade Show Exhibitor Table:** Complimentary exhibitor table on the bottom floor.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Registration Benefits:**
 - Registration Credits: One (1) complimentary regular conference registration.
- **Celebration Dinner:** One (1) additional complimentary Celebration Dinner guest pass.
- **Marketing Material:** One (1) piece of marketing material included in ACTIVATE25 attendee packets.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast.

BRANCH | \$1,000

- **Website and App:**
 - Company name/logo on the ACTIVATE25 website.
 - Company name/logo in the conference app.
- **Digital Signage:** Display company name or logo in general sessions.
- **Sponsor Badge:** Recognition for all company conference attendees.
- **Marketing Material:** Opportunity to place company materials on the AgSafe information table.
- **Post-conference Recap:** Company name/logo in post-conference recap e-blast.



BOOST YOUR SPONSORSHIP

PRE-CONFERENCE GOLF SCRAMBLE

February 25, 2025

\$1,000 HOLE SPONSOR



To sponsor please visit www.agsafe.org/activate25
or contact Athena Ushana at 209.526.4400

IMPORTANT DATE

Please submit sponsorship commitment and high-resolution company logo (at least 300 dpi in jpg format) no later than **September 13, 2024** to be included in ACTIVATE25 registration brochure.

You can follow us here



@agsafe.online



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