



2025 PROGRAM SPONSORSHIP OPPORTUNITIES

Join us in telling the story of Michigan agriculture.

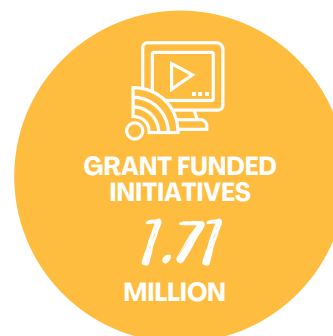


2024 Impact & 2025 Opportunity

In 2024, the Michigan Ag Council expanded its impact by leveraging diverse marketing outlets, making more appearances at in person events, and collaborating with our team of ambassadors. We need your help to further expand our impact and reach in 2025. Check out our partnership and sponsorship opportunities throughout this packet!

3,769,569

CONSUMERS REACHED



Ambassador Driven Impact

124,649

consumers reached by ambassador
driven content on our social channels.





Program Overview

The Michigan GROWN, Michigan GREAT Campaign selects up to six (6) Ambassadors annually to promote the brand and represent the Ag Council in various capacities. These Ambassadors engage with farmers and consumers at Michigan farmers markets, community events, and other consumer-centric venues to interact meaningfully with consumers and stakeholders in the agricultural industry. They contribute to the growth and upkeep of digital marketing campaigns by writing blogs, performing story takeovers, and collaborating with farmers on #HarvestHangout video campaigns. Additionally, Ambassadors support organizational functions such as Down on MI Farm dinners and partner-hosted events. Ambassadors are engaged from April through December for a total time of nine (9) months.

Program Goals



Workforce Development

Equip the upcoming generation of agriculture advocates and professionals with the necessary tools and experience to effectively communicate about the industry to consumers.



Consumer Engagement

Connect with over 50,000 consumers through in-person events and various digital marketing channels.



Brand Recognition

Elevate your brand by championing the cause of over 46,000 farming families in Michigan and the 800,000 individuals employed in agriculture.



Ambassador Sponsorship 2025

Sponsoring the Michigan GROWN, Michigan GREAT Ambassador Program offers an opportunity to boost your visibility and reputation within communities throughout the state. Your support will help nurture aspiring professionals in the agriculture sector, assisting them in honing their communication and leadership abilities as they prepare for the future workforce.

Community

- Logo featured on promotional program materials including website, signage, and social media.
- Promotion of your sponsorship in our newsletter

\$1,000

unlimited available

Silver

- Logo featured on promotional program materials including website, signage, and social media.
- Promotion of your sponsorship in our newsletter
- Blog post written by an ambassador, highlighting your business.

\$2,500

3 available

Gold

- Logo featured on promotional program materials including website, signage, and social media.
- Promotion of your sponsorship in our newsletter
- Co-branded print item to be distributed at all consumer outreach events for the year.
- Blog post written by an ambassador, highlighting your business.

\$5,000

2 available

Presenting

- Logo featured on promotional program materials including website, signage, and social media.
- Logo featured on ambassador apparel
- Promotion of your sponsorship in our newsletter
- One branded swag item to be distributed at all consumer outreach events for the year.
- Blog post written by an ambassador, highlighting your business.
- Participation by ambassadors at a public-facing company event.

\$10,000

1 available

*Thank you for
your consideration!*

