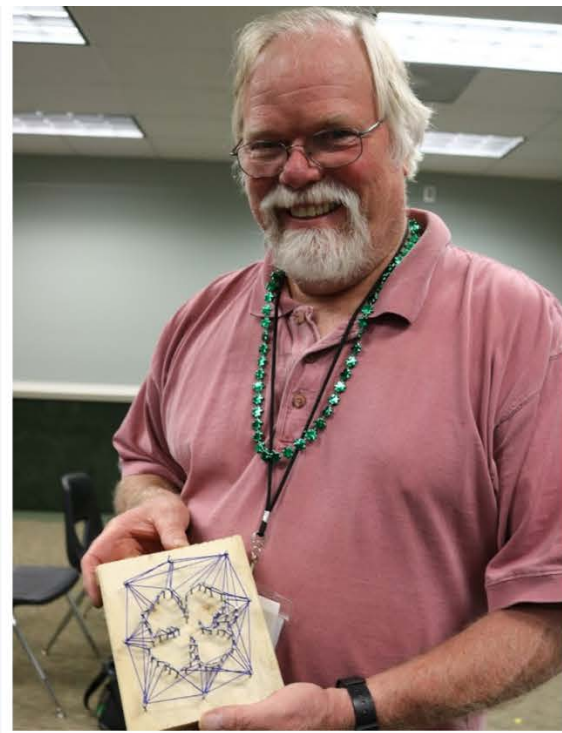


National 4-H Volunteer Conference

Sponsorship & Contributor Guide



September 28 - October 1
www.4hvcoss.com



4-H: FIND YOUR SPARK

Event

National 4-H Volunteer Conference
hosted by the Volunteer Conference of
Southern States

Date and Location

September 28 – October 1, 2023
Rock Eagle 4-H Center
Eatonton, Georgia

Description

4-H volunteers from across the country connect during this four day conference to focus on innovative programs, curriculum for clubs, best practices, networking and leadership/personal development to support their roles as 4-H volunteers. The event is planned in partnership with volunteers and staff to create a program best suited to volunteer needs. Other highlights include speakers, curricula showcase, focused tracked sessions, and planned engagement in conversations and sharing. We are also offering virtual opportunities for those unable to participate in the face-to-face conference.

Theme

The 2023 Conference theme, **4-H: Find Your Spark**, focuses on the opportunities for volunteers to ignite their passion as they work with 4-H youth. The conference highlights sessions in numerous topics and even offers tracks for certification.



Connect with us

The 4-H Volunteer Conference of Southern States invites you to **join us** for our 2023 annual 4-H Volunteer conference at Rock Eagle 4-H Center. We are excited to welcome the nation to the Center and also offer virtual opportunities for those who cannot join face to face.

Our event takes place **September 28 – October 1, 2023** and you have the opportunity to put your organization in front of volunteers and paid staff from across the country.

More than 570,000 volunteers in all 50 states and U.S. territories work directly with seven million 4-H youth. The volunteers that attend the conference return to their communities and share the information, strategies, and learning. Through volunteer networks, the connections of the conference extend far beyond those in attendance.

The Volunteer Conference of the Southern States, the conference host group, has been an active and growing force for volunteerism in thirteen southern states. Past conferences have included include representation from nearly every state in the U.S.

The sponsorship, exhibit, and promotional opportunities described on the following pages provide opportunities for you to increase brand awareness, connect with community leaders, secure new customers, and most importantly, support positive youth development.

Why Engage?

Name Recognition

Your sponsorship reaches the eyes and ears of 4-H Volunteers through attendees, their connections in their community, our social media initiatives, and sharing in all 50 states.

Key Audience

Conference attendees are influencers for other 4-H volunteers and 4-H members and their families. Volunteers spread the word long after the conference has concluded.

Reach

Located in virtually every county in the United States, 4-H volunteers are your link to 4-H programming nationally. While our conference is small, we stretch across the U.S. in each state. Volunteers share at their state conferences and local alliances as well as social media platforms.

Brand Loyalty

Tap into the power of the 4-H brand by positioning yourself with our vocal and loyal volunteers.

Opportunities to Engage

Sponsorship

Sponsorship levels range from small contributions to significant donations. Each level includes a variety of brand engagement options for the sponsors and provides numerous opportunities for your name to be in front of our audience. We begin soon after payment is received promoting your brand and your connection. Descriptions of the various levels follow on page 4. We also build sponsorship packages at the request of sponsors. If our levels don't meet your needs, let us know and we can work with you.

Exhibitors

While a sponsorship level offers manned and static exhibits, we also have a learning expo complete with exhibits and educational posters that many businesses and opportunities opt to select. Exhibit space is available Friday, September 29 with a dedicated portion of the schedule for exhibits as well as free time that day. One table, as well as lunch for one exhibitor the day of exhibits, is included in the fee. Additionally, exhibitors may provide one promotional item for conference bags. Exhibitors are listed in social media and conference programming.

Item Donations

Several focused workshops include needs for specific learning tools and contributions for these items is solicited. Additionally, an auction is held to raise money for scholarship funds. Donors of workshop items and auction items are encouraged to register items for recognition in the program and on social media.



4-H members are . . .

Contribution/Civic Engagement

- Four times more likely to make contributions to their communities (Grades 7-12).
- Two times more likely to be civically active (Grades 8-12).



Academic Achievement

- Two times more likely to participate in Science, Engineering and Computer Technology programs during out-of-school time (Grades 10-12).
- Girls in 4-H are twice as likely (Grade 10) and nearly three times more likely (Grade 12) to take part in science programs compared to girls in other out-of-school time activities.



Healthy Living

- Two times more likely to make healthier choices (Grade 7).

Comparisons are to youth peer groups and are approximate. Based on research from "The Positive Development of Youth: Comprehensive Findings from the 4-H Study of Positive Youth Development."

Sponsorship Levels

	Emerald \$2,500+	Platinum \$1,000	Gold \$500	Silver \$250	Bronze \$100	Copper \$99 or less
Listing in Conference Program	✓	✓	✓	✓	✓	✓
Option to provide promotional item, flyer, or catalog for conference bag	✓	✓	✓	✓	✓	
Conference Program Ad (size ad denoted in column)	Full page	Full page	½ page	¼ page		
Company name (no logo) w/link included on website & email blasts	✓	✓	✓	✓		
Sponsorship feature on social media	✓	✓	✓	✓		
Company name (no logo) included in conference signage	✓	✓	✓			
Exhibit Booth (includes all exhibitor benefits)	✓	✓	✓			
Static exhibit or company signage displayed	Full Conference	Thursday				
Recognition during conference assembly w/option to welcome participants	✓	✓				
*Track Naming (limited opportunities) Logo placement featured within program track workshops and on track certificates; Option to participate in recognition of track participants (Sat evening);	✓					
Full-time conference registration	✓					

*track is a focused series of workshop sessions designed to build competency in an area.

Thank you for being a 2023 conference sponsor, exhibitor, or contributor. Please visit our website www.4hvcoss.com/contributors to complete the appropriate form.

Please select from the following choices online:

- **Sponsorship:** For those making a monetary donation as described above. Payment information is included in the application site. Confirmation will be acknowledged within 10 days of payment and recognition within the level will begin at receipt of payment.
- **Exhibitor:** For those exhibiting or providing items for conference bags only. Payment information is included in the application site. Confirmation with final details for exhibiting will follow payment. If you are a sponsor whose level also will receive an exhibit, your exhibit information will be included in your sponsor form.
- **Item Donation:** For those contributing items for tracks and/or the auction. Complete the form for recognition in the appropriate section of the program book.

Sponsorship Packages

We recognize the importance of your sponsorship to the success of the event. For your convenience, sponsorship is described in terms of levels. We also will assist you in tailoring any of our sponsorship packages to meet specific needs. We also offer options for exhibitors who wish to connect with participants but not serve as sponsors. If you would like additional information or to request a unique idea for contributing, email us at 4hvcoss@gmail.com.