



Celebrate Agriculture Weekend

SPONSORSHIP OPPORTUNITIES

The K-State College of Agriculture looks forward to hosting the 11th Annual Celebrate Agriculture Weekend, September 26-27, 2025. What started as a game sponsorship has since evolved into a weekend of activities. For the 2025 weekend, we are offering several opportunities for industry partners to sponsor different aspects of the festivities. Your support helps the K-State College of Agriculture in a multitude of ways, all while promoting your business or organization to our audiences.

Below, we've outlined the various opportunities for promotion and inclusion within each sponsorship option, as well as the expected audience.



Friday Evening: The Big Barn Bash

Audience: *College of Agriculture Alumni and Friends*

Our alumni community is strong, and we want to bring everyone to Manhattan for a fun event featuring live music and time to network. Being our inaugural event in this fashion, we are hoping for 250-300 attendees.

TITLE SPONSOR:

Three (3) sponsorships available.
Will be listed on multiple signage as a title sponsor, online with event promotion and advertised on site. You will have the opportunity to have a booth at the event if you would like. We would provide an 8-ft. table.

Title Sponsor: \$7,000 each

SUPPORTING SPONSOR:

Six (6) sponsorships available. Will be listed as a supporting sponsor for the event and online.

Supporting Sponsor: \$3,500 each





Saturday Events:

AG VILLE ACTIVITY BOOTHS SPONSOR:

Two (2) sponsorships available. You will have the opportunity to be featured in the Ag Ville Activity Booths setup, as well as in the pre- and post-game promotions. In 2024, we had 38 agriculture groups participate in the event and had over 1,000 consumers participate.

Ag Ville Activity Booths Sponsor: \$6,000 each

COLLEGE OF AGRICULTURE ALUMNI & FRIENDS TAILGATE SPONSOR:

Four (4) sponsorships available. Held on the floor of Bramlage Coliseum, this come-and-go event gives alumni and friends the opportunity to enjoy a great meal, company and good music before the game. In 2024, we had nearly 400 alumni and friends participate. You will be promoted on-site as well as online for pre-registration. We also send a post-event follow-up in which you will be featured. If you are interested, you will have the opportunity to have a booth at the indoor tailgate as well as a feature on cornhole boards during the tailgate. There is no formal program, so the event is truly a come-and-go.

College of Agriculture Alumni & Friends Tailgate Sponsor: \$3,000 each



GENERAL CELEBRATE AG WEEKEND SUPPORTERS

Unlimited Sponsorships Available

\$2,500 - Logo online and in post-event outreach

\$1,000 - Listed online and logo in post-event outreach

\$500 - Listed online and in post-event outreach

CONTACT US

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