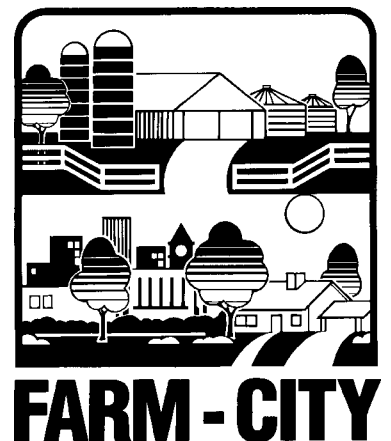


**Tips, tools
and ideas
for
organizing
a
successful,
local
farm-city
program**



Potential Sponsors and Partners

Established organizations can become potential financial sponsors and/or partners of events and activities such as dinners, tours, proclamations, etc. With a little explanation everyone can see how they benefit from both agriculture and industry.

Make it a point to become aware of events sponsored by trade associations or individual companies in the food and agribusiness complex. Planning Farm-City activities in conjunction with established events can benefit both groups and can help you enlist new members for your group. Convince the following groups to join in sponsorships:

- **Service Groups:** Kiwanis, Rotary, Lions, Jaycees, Optimists
- **Fraternal Groups:** Fraternities, sororities, Masonic organizations
- **Cooperative Extension Service:** County and 4-H agents, local associations of family and community education
- **Farm Organizations:** Grange, Farm Bureau, co-ops, Farmer's Union, National Farmers, Agri-Women, commodity groups
- **Agribusiness Industries:** Seed companies, fertilizer manufacturers, crop protection companies, farm equipment distributors, warehouses, grain elevators
- **Merchants:** Grocers, hardware, lawn and garden centers, florists, retail stores, appliance dealers, auto and truck dealers, farm equipment dealers, Wal-Marts and Sam's Clubs
- **Youth Groups:** 4-H, FFA, YMCA/YWCA, Key Club, FHA/HERO, Junior Achievement, Boy Scouts, Girl Scouts
- **Businesses and Industries:** Food processors, trucking firms, veterinarians, agricultural and industrial equipment manufacturers, commodity brokers, insurance agencies, shopping malls and centers
- **Religious/Educational Groups:** Churches, adult and youth groups, Young Life, PTA
- **Business, Professional and Trade Associations:** Chambers of Commerce, Better Business Bureaus, independent business associations, restaurant associations
- **Media:** Daily and weekly newspapers, magazines, radio, TV, cable systems
- **Health, Safety and Environmental Groups:** Environmental organizations, state safety councils, hospitals, health councils
- **Women's Organizations:** League of Women Voters, American Legion Auxiliary, garden clubs