

MEDIA PLAN FOR SPONSORS - TECHNICAL TRIP

BRAZIL 2024



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About

our trip

Farming Smarter is organizing a technical trip to Brazil in October 2024. It will be two weeks visiting farms, exploring cooperative and research institutions, and discussing sustainable farming practices and soil management. This experience will provide valuable insights and innovative practices to enhance efficiency and sustainability in agriculture.



Seize this unique opportunity!

Be part of our journey

and have your brand shine
alongside Farming Smarter
throughout the trip and beyond!





Sponsor Brand Visibility Plan

Your Brand with Farming Smarter: Beyond Borders



Official Travel Material Cover

The sponsor's logo will be prominently displayed on the cover of the official travel material, alongside the Farming Smarter logo.

Weather Forecast and Travel Reminders

The sponsor's brand will be included in the informational material regarding weather forecasts and travel reminders.



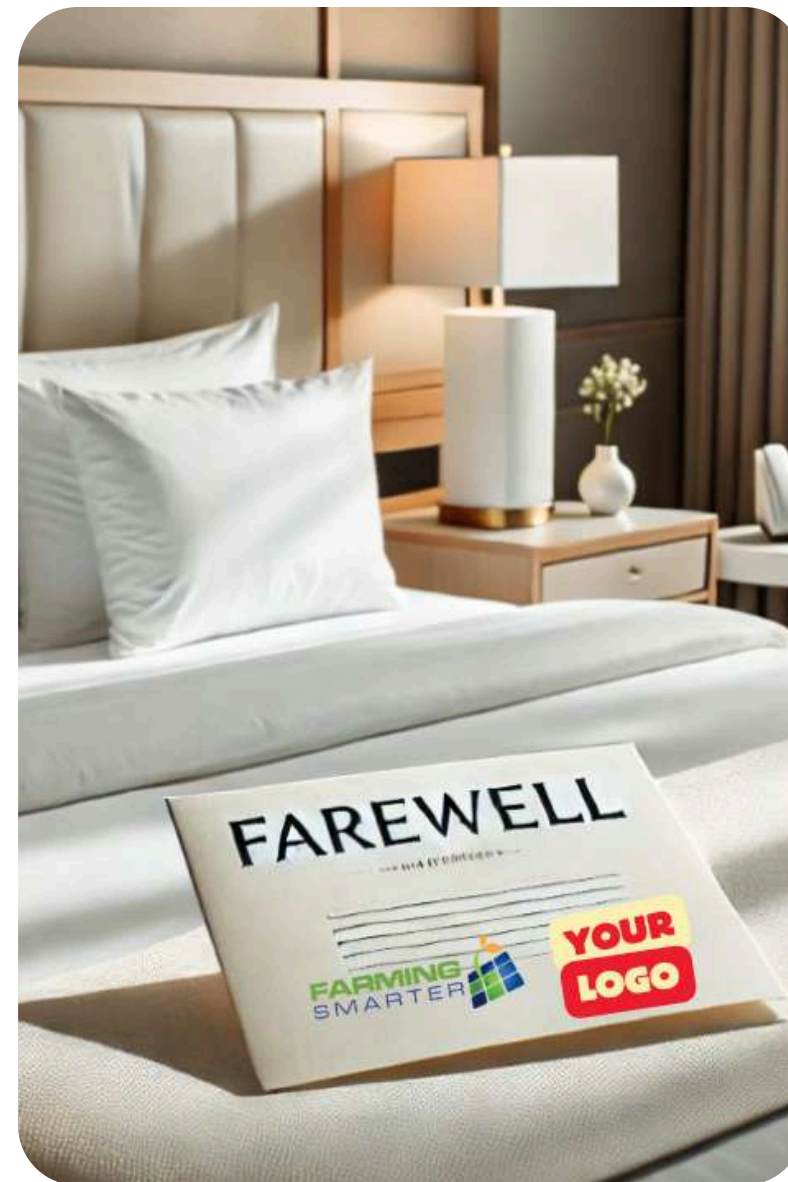
Restaurant Menus

The sponsor's logo will appear on the restaurant menus throughout the trip and on a small placard at the restaurant tables, next to the Farming Smarter logo.



Welcome Letter

The sponsor's brand will be included in the welcome letter inside the hotel rooms, wishing participants a good journey.

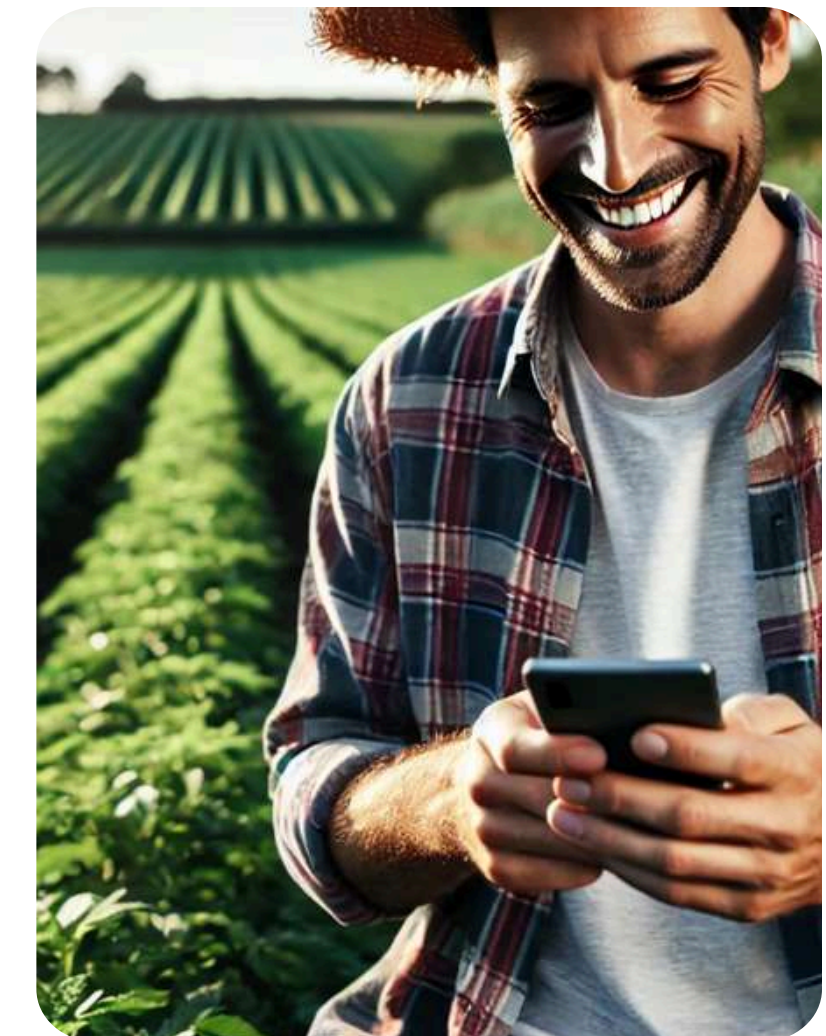


Farewell Letter

The sponsor's logo will be featured in the farewell letter at the last hotel of the trip, wishing participants a safe return.

Logo on the bus windshield

The sponsor's logo will be affixed to the front glass of the bus during all technical visit rides, along with the Farming Smarter logo.



Post-Trip Digital Material

The sponsor's brand will be included in the digital material created after the trip, featuring photos and memories from the visits.



Be part of this journey!

Join us around the world!



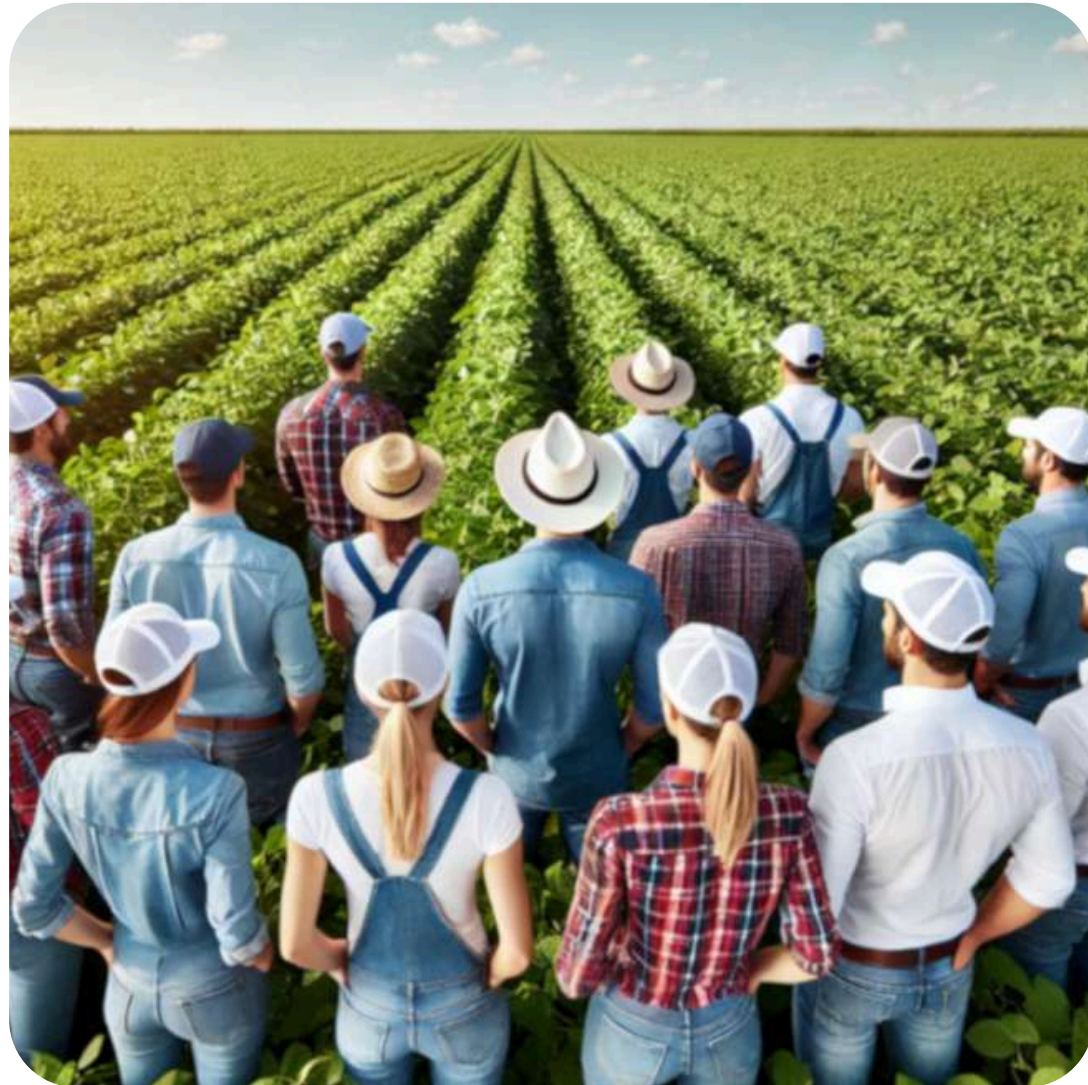
Announcements on the Bus:

The sponsor's name will be mentioned on the bus microphone on different occasions throughout the trip.

Giveaways (Optional)

It's possible to distribute caps or other branded items to the group (material not included, only distribution).





Power your growth with the right partners.

Your logo will be prominently featured during our days, reaching a targeted audience of agricultural professionals and enthusiasts. This sponsorship opportunity not only highlights your commitment to the agricultural community but also fosters valuable connections and partnerships. Be a part of this journey and elevate your brand while contributing to the future of our agriculture.





Benefits

Being with us is worth it!



01

Increased Visibility

The sponsor's brand will be prominently featured across communication materials, reaching a specialized audience.

02

Brand Positioning

The sponsor will be seen as a supporter of agricultural development and innovation, improving brand perception as a committed entity to sustainability and progress in the sector.

03

Corporate Social Responsibility

Supporting a technical agricultural trip demonstrates the sponsor's commitment to social responsibility, contributing to the training and development of local producers.

04

Brand Fixation

For two weeks, participants will be in daily contact with the sponsor's brand, ensuring strong brand recall and reinforcement.

05

Enhanced Brand Loyalty

the sponsor can foster a deeper sense of loyalty and trust among participants.

06

Unique Opportunity

Unlike traditional advertising methods, this sponsorship offers a unique opportunity for immersive and experiential brand exposure.

Secure Your Participation!

For More Information:



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THANK YOU

