



FARM Science Lab

County Promotional Opportunities

1. **Postcards/Rack Cards** – We will provide these **free** through our [online store](#) (shipping not included). Postcards describe the program basics and send individuals to the website for more information.
 - a. Suggested use: Project RED, Ag Awareness Day, Fairs and Festivals. Consider providing these to your Farm Bureau Insurance agents for their offices.
2. **FARM Science Lab bags** – These plastic tradeshow bags can be purchased from the [online store](#). Sizing is 9x11” and they are priced \$20 per 100. *Available by April 1, 2018 in the online store.*
 - a. Suggested use: Project RED, Ag Awareness Day, Fairs and Festivals.
3. **Promotional Folders** – We will provide these free, based on 1 per elementary school in your county. Order through the [online store](#) (shipping not included).
 - a. Suggested use: Direct delivery to teachers, STEM coordinators, curriculum directors, school administrators, school boards, etc. These pieces cost nearly \$5.00/piece to produce, and information is updated a couple of times per year, so do not keep more than 3-5 on hand.
Please do not use these for cold call type contacts or mailings without personal follow-up.
4. **FARM Science Lab Open House** – These county-led promotional events can be pre-arranged with Michelle Blodgett to coincide with existing school visits in or near your county. Please reach to Michelle (mblodge@michfb.com or 517-679-5893) **at least 6 weeks** ahead of time, so we can assist in the outreach efforts and plan accordingly to staff the event.
 - a. Suggested use: This would be an opportunity for an in-person visit to the FARM Science Lab for STEM coordinators, curriculum directors, teachers, administrators, etc. Events would be conducted in the early evening, following the school day.
5. **Standard Ad that can be customized** – This ad has two areas that can be customized by the county: county logo and contact information can be added, and county specific information, including potentially assistance/grants available for schools in your county. Design is free, however, counties will have to purchase ad placement or covering printing costs. Contact Amelia Miller to customize your ad: amille2@michfb.com or 517-679-5688.
 - a. Suggested use: Social media, Project RED/Ag Awareness Day teacher bags, local publications with target audiences of school age youth or educators.
6. **Social Media Share Graphic** – Please email Amelia Miller amille2@michfb.com for the graphic that can be used on your social media sites for promotion.
7. **Event display** – This display is free of charge for the county Farm Bureau use. There are two display kits available and they will be lent on a first-come, first-served basis. Contact Amelia Miller to reserve: amille2@michfb.com or 517-679-5688.
 - a. Suggested use: Project RED, Ag Awareness Day, Career Days, Fairs and Festivals.

