Greetings STAR States!

As mentioned in our meetings, the National Teach Ag Campaign is happy to assist you with developing promotional materials for your state to use during your Teach Ag recruitment and retention events. If you would like assistance in creating some of these materials, please submit the following information to Victoria Hamilton at vhamilton.naae@uky.edu four weeks in advance, if possible. Thank you!

Promotional Material Submission Information:
- **STAR State:**
- **Contact Person:**
- **Email:**
- **Phone Number:**
- **Date needed by:**
- **Completed layout guide (separate document)**

Choose from the templates below to customize for your state according to the listed letters.

Things to keep in mind, when creating promotional materials:
- Simple messages and graphics work more effectively than trying to overload the reader with information.
- Make sure photos and graphics are high quality images.
- Include state Teach Ag links or contacts when appropriate.
- Please understand that all STAR States are entitled to this complimentary service. For this reason, you will be allowed a total of 3 edits/drafts (Initial submission, Edit #1, Edit #2, Final), if necessary.
- **Final Document Approval** will be stated in a formal email with the final document(s) attached. This will ensure the STAR State and the National Teach Ag Campaign have completed the STAR State Promotional Materials Service.
- Please be aware that **September, October and November are very busy with Teach Ag Day, NFFA Convention and NAAE Convention.** Turnaround time may be delayed if a project is submitted during this time frame.
- Since this service is made possible by our sponsors, the National Teach Ag Campaign’s **Sponsor Bar, Teach Ag Logo and/ or Teach Ag Website Address may be incorporated into your document.** Additional state specific sponsor logos and graphics are welcome as well.

Find examples and templates on our website: www.naae.org/teachag/starstatespromotionaltemplates.cfm
STAR STATE PROMOTIONAL MATERIALS TEMPLATES

BANNER (2x6’)

WHAT’S NOT TO LOVE?


A

B

C

D

www.teachag.org

POSTER: “WHAT’S NOT TO LOVE?” (11x17”)

TEACH AG

FLYER: “TEACH AGRICULTURE IN (YOUR STATE)” (8.5x11”)

TEACH AGRICULTURE IN NEW YORK

1. Every day is refreshing and fulfilling.
2. Solve the biggest problems of our generation: food, water, energy, 
   agriculture, sustainability, and the environment.
3. Meet the needs of future generations.
4. Make a positive difference in your community, state and world.

WHY I TEACH AG

C

D

E

F

G

H

BROCHURE (8.5x11”)

PICK YOUR PATHWAY TO AG EDUCATION

M

N

O

P

R

S