

# FULLPOD™

Crary welcomes you back for the second annual Full Pod™ event! Crary® Ag hosts the Millennial Farmer, Brian of Brian's Farming Videos, Larson Farms, and Tony Fast of Fast Ag Montana for one night only! Come meet your favorite stars, enjoy dinner and drinks with them, get exclusive deals with featured vendors, cross gifts off your holiday shopping list and more! Bigger and better than ever, you won't want to miss Full Pod 2023!



**THURSDAY, NOVEMBER 30TH, 2023**

HOLIDAY INN, 3803 13TH AVE S, FARGO, ND 58103



## 2022 PERFORMANCE



IMPRESSIONS  
**1,701,667**

Overall total trackable impressions from advertising

New visitors to landing page for ticket sales

NEW VISITORS  
**6,879**



VIDEO VIEWS  
**353,090**

We continue generating views on Full Pod YouTube videos



## 2023 EVENT



**PRIVATE PODCAST\***  
Individual interviews  
Panel discussions  
Video Blogs at Crary

\*Morning events closed to public



**PUBLIC EVENT**  
Meet & Greet  
Keynote speaker  
Catered meal and drinks  
Live Q&A panel

NOV  
30

## MARKETING EFFORTS FOR EVENT

- » Digital Ads
- » Social Media Campaigns (with support from influencers, see follower numbers)
- » Print Ads

## EXPOSURE OPPORTUNITIES FOR PARTNERS

- » Landing page on website/event page
- » Centerpiece/table tents
- » Literature/promo item for swag bags
- » Event projector display
- » Onsite banner opportunities
- » Partners' space available

## 2022 PARTNERS

Agweek  
Livewire  
Fargo Brewing Company

Grizzly®  
Northern Chill®  
Sandy's Donuts

Holiday Inn®  
Savory  
Dagger Machinery

## 2023 CRARY® PRO LINE UP



**MILLENNIAL FARMER**

1.79M followers overall



**LARSON FARMS**

728K followers overall



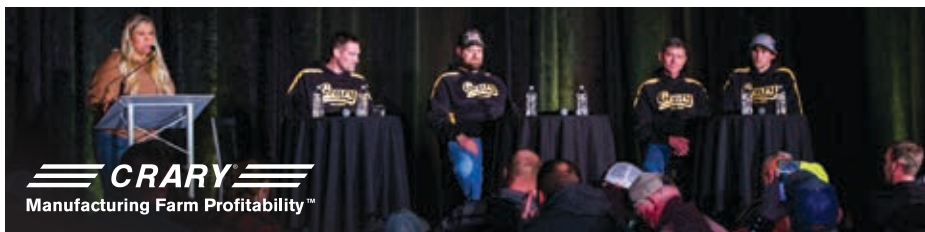
**BRIAN'S FARMING VIDEOS**

249K followers overall



**FAST AG MONTANA**

109K followers overall



**NICK CHIDO, Marketing Manager** | [nick.chido@crary.com](mailto:nick.chido@crary.com) | 701.499.5995



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## FULL POD PARTNER BOOTHS AND GOODIE BAGS

	PARTNER OPTION 1	PARTNER OPTION 2	PARTNER OPTION 3	PARTNER OPTION 4
	\$600	\$450	\$300	FREE
Provide 400 goodie bag items** (non literature)		●	●	●
Generate branding and impressions for your business	●	●	●	●
Business Name included on the website and Full Pod literature	●	●	●	●
Business Logo included on the website and Full Pod literature	●	●	●	●
2 Partner tickets* to Full Pod	●	●	●	
One table in the Full Pod partner booth space	●	●		

## FULL POD DOOR PRIZE SPONSOR

Sponsor a door prize for Full Pod and get up to 1 million+ impressions for your business! Your business name is listed with the door prize as well as read to our live and streaming audience during the event.

	DOOR PRIZE SPONSOR LEVEL***				
	\$50 - \$149	\$150 - \$300	\$301 - \$499	\$500 - \$999	\$1000+
Generate branding and impressions for your business	●	●	●	●	●
Business Name included on the website and Full Pod literature	●	●	●	●	●
Recognition as the sponsor of door prize at the event drawing	●	●	●	●	●
Business logo included on the website and Full Pod literature	●	●	●	●	●
1 Partner ticket to Full Pod*		●	●	●	●
1 additional partner ticket to Full Pod*			●	●	●
Logo included on Full Pod table tents and partner poster				●	●
Recognition as an official Full Pod partner during the event				●	●
Tagged social media post with recognition as an official partner					●
2 additional partner tickets to Full Pod*					●
Table in the Full Pod partner booth space					●
Logo included on Full Pod printed advertisements and video spots					●
Recognition as an official partner in radio ads					●

\*Additional Partner tickets can be purchased (up to 10 total) for \$40 each.

\*\*Goodie bag items provided must be non-literature promotional items or coupons/vouchers for discounted goods or services for Full Pod ticket holders.

\*\*\*If you would like to provide a door prize in lieu of a sponsorship, it must have a retail value of \$100 or greater. Gift baskets and door prize sets are welcome.



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