

KENTUCKY FFA RAM TRUCK PROGRAM



KENTUCKY
FFA FOUNDATION



How It Works: Kentucky FFA chapters partner with a local RAM Dealership to sell FFA Emblem decals. FFA chapters can then enter supporters to in the KY FFA Foundation Sweepstakes to win a 2017 RAM 1500 valued at \$32,500. There is no purchase necessary to enter for a chance to win the truck.

Get Started:

- Approach your local RAM Dealer for a \$750 sponsorship. This covers 2 banners, decals, tickets and the promotion of partnering with your FFA chapter. The Foundation will directly bill the dealer.
- As a chapter, you agree to promote RAM in the following ways:
 - Agree to display a RAM Truck and sell decals at three well attended events.
 - Work with your dealership, the Kentucky FFA Foundation and RAM Advocates to host an FFA Ride & Drive Day at the dealership.
 - Work with your dealership to promote them as an active supporter of your local FFA chapter.
 - Submit TWO photos and articles to the local paper, introducing the program and thanking the dealer.
- The FFA Chapter sells FFA decals for \$5. The chapter retains \$4 of each decal, and \$1 goes to the Kentucky FFA Foundation. The Foundation will bill the chapter at the conclusion of sales.
- Sales are open from the start date to mid-April. Feel free to tailor the dates to work for your FFA chapter!

New Changes:

- Chapters will indicate to the Foundation how many decals they hope to sell. The minimum payment chapters will be eligible to make to the Foundation is \$100. Ex/ if a chapter sells 25 decals, they will owe the Foundation \$100.
- The RAM truck given away is now valued at \$32,500!
- Supporters are purchasing decals, not chances on a truck. There is no purchase necessary to win the truck.
- Kentucky FFA has a tremendous amount of support from RAM! If a chapter has a difficult time finding a sponsor, call the Foundation and our RAM Advocates will secure your sponsorship.

Contact the Kentucky FFA Foundation to get started!

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