



HOME GROWN

THE EASIEST WAY TO
GROW FENCE SALES

REDBRAND®



BE A PART OF IT.

With Home Grown's proven success and Red Brand's comprehensive promotional support, Home Grown can be a win-win for you and your local FFA community.

For more information, talk to your Red Brand sales representative, visit Redbrand.com/homegrown, or contact the Red Brand Marketing Department at 800.441.0308 to get started with Home Grown today.



INCREASE FENCE SALES WHILE SUPPORTING YOUR LOCAL FFA

In 2010 Red Brand developed Home Grown, a unique grass-roots funding initiative that increases retail fence sales while providing financial support to local FFA chapters. Participation in Home Grown can greatly impact a dealer's bottom line, but the program also helps generate much-needed funding for local FFA chapters while helping to raise awareness and educate the local community about the important role that FFA plays in the lives of our future ag leaders.

Home Grown has proven to be a huge success since its launch, presenting checks annually to over 1,300 local FFA chapters through 900 participating dealers.





GOLD LEVEL SPONSOR

Stock the range of eligible Red Brand products and provide a \$750 tax- deductible donation to the National FFA Foundation to receive all the Blue level benefits plus:

- Consumer Mail-in Rebates – up to \$5,000 per store, redeemable exclusively at your retail location (*Red Brand 2x4 Welded Wire and Red Brand Poultry Netting not eligible for consumer rebates)
- Blue Jacket Voucher – to present to your local FFA Chapter
- Priority dealer listing online – redbrand.com/homegrown
- Increased sales – the Home Grown Gold program has seen a steady increase in funding, a direct result of increased retail sales



BLUE LEVEL SPONSOR

Stock the range of eligible Red Brand products and receive:

- In-store Signage – banner and magnetic aisle signs to make sure your customers are aware of your support and participation
- Ad Templates – ready to use layouts promoting your store and the Home Grown initiative locally
- Press Release and Radio Templates – making it easy to spread the word to local media
- Funds go directly to your local FFA Chapter in the name of your business and Red Brand

HOW HOME GROWN WORKS

The program runs annually from January 1st through December 31st and applies to all new orders of qualifying Red Brand fence including Field Fence, Sheep & Goat Fence, Barbed Wire, Non-Climb and Keepsafe® V-Mesh Horse Fence ordered during the program year. For every roll ordered, \$1.00 is donated to a dealer-designated FFA Chapter. Red Brand 2x4 Welded Wire and Red Brand Poultry Netting also qualify for the Home Grown program and will generate \$.50 for every roll ordered.

Dealers can choose between two levels of participation.

Annual registration for Home Grown is open October 1st - March 31st.

HOME GROWN HELPS BUILD SALES & CUSTOMER LOYALTY

LEVERAGE THE BUYING POWER OF THE FFA COMMUNITY

Why would customers go out of their way to patronize your store instead of the competition? Red Brand has been affiliated with FFA since 1947, making Red Brand a highly trusted and sought after brand within the FFA community.

With Home Grown, you can leverage this long standing relationship into sales. Tap into 7,400 chapters with over 500,000 current members and appeal to 10 million former FFA members. 84% of those surveyed said they prefer to purchase products that support the FFA.

Customers who stop in to purchase Red Brand fence often purchase many other products, increasing the potential for added sales throughout the store. In addition, Home Grown participation positions you as an integral and active partner in your local ag community, connecting you with the huge buying power of FFA members, advisors, alumni and supportive community members.

MARKETING MATERIALS HELP PROMOTE HOME GROWN

By using the valuable promotional tools provided by Red Brand, you can be sure that customers in your area know you are supporting your local FFA through the Home Grown program. Store signage, ad templates and downloadable flyers are all available for your use.

In addition, Red Brand has invested in extensive advertising to promote Home Grown through print, web and broadcast media campaigns. Red Brand continues to connect with FFA educational advisors, FFA alumni and national convention attendees to promote the Home Grown program.

For more information, go to redbrand.com/homegrown or call the Red Brand Marketing Department at 800.441.0308.



HOME GROWN GOLD: PROVEN SUCCESS

Consider this: FFA chapters that receive the largest Home Grown checks each year are affiliated with Gold level dealers. That's because more sales at the store result in more money for the chapter.

- Rebates – up to \$5,000/year in Red Brand consumer rebates will be offered to your customers, redeemable only at your store on Red Brand products.
- Relationships – along with a Home Grown funding check issued to your chapter on your behalf, you'll have the opportunity to present a Blue Jacket voucher to each local chapter you select for participation, putting you in front of loyal FFA students, advisors and families.
- FFA Recognition – the tax-deductible participation contribution of \$750 (per store location) goes to the FFA Foundation in your name to assist programs at the national level.
- Online Exposure – Gold level sponsors will be positioned above Blue Level sponsors in all dealer locator requests on the Red Brand website.
- Proven Dealer Success – Home Grown is growing because Home Grown is working! Many dealers have seen double-digit increases in Red Brand fence sales as a direct result of Home Grown.

