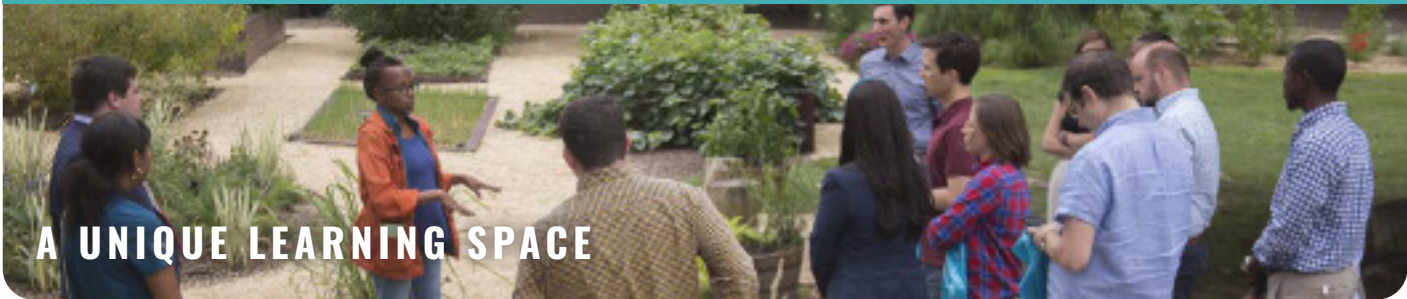


# SHOWCASING AGRICULTURE ON THE NATIONAL MALL

Farm Journal Foundation (FJF) has recently been awarded a new partnership with the United States Department of Agriculture to manage the garden space on USDA's grounds on the National Mall, and we are currently inviting partners to join us in developing this exciting educational platform.

FJF previously managed this garden during President Trump's first administration, and we are pleased that USDA has chosen to resume this partnership, which will coincide with the celebration of the 250th anniversary of the United States. The site will include an interactive learning experience showcasing a variety of crops, technologies and the great value of agriculture to the United States economy.

## 25 MILLION PEOPLE VISIT THE NATIONAL MALL EACH YEAR



Partners in the Garden will have the ability to showcase their focus crops and issue areas, and to shape the story with us. *Specifically, a garden partnership would offer the following opportunities for partners:*

### EDUCATING GARDEN VISITORS

As a garden partner, you will work with us to shape the story of agriculture for garden visitors, collaborating on language and imagery that will appear on garden signs and online content, ensuring that the most important messages are highlighted.

### SHARING THE VOICES OF FARMERS, RANCHERS AND GROWERS

QR codes throughout the garden connect visitors to videos and interactive content that provides a guided educational walking tour led by farmers, ranchers, and growers from across the United States.

### EVENTS

The garden is an ideal space for hosting outdoor events such as fly-in receptions, board meeting events and briefings with Hill and Administration staff. As a partner your organization will have the ability to take advantage of this beautiful, unique location.



## CELEBRATING OUR NATION'S 250<sup>TH</sup> BIRTHDAY

The U.S. is gearing to celebrate the 250th anniversary of American independence in 2026, and the National Mall in Washington, D.C. will be the epicenter for these festivities.

We invite your organization to join us as partners during this exciting phase. We are actively working with USDA leadership and participating partners to plan a wide variety of special events in the garden for 2026 and to set the vision for this space as an outreach and educational platform that celebrates our nation's 250th anniversary and reaches stakeholders in all 50 states.

## JOIN THE GARDEN

We are excited about the garden's potential to engage a cross-section of visitors on the National Mall. We understand that every partner is different, with varying budget cycles and needs. We would love to work with you to tell your story in the garden and include it into the broader story about American agriculture. FJF has a robust communication mechanism and will promote the Garden and our formal partners through various outreach channels including press releases and media engagement.

### TIERS OF SUPPORT

#### Platinum - \$75,000 annual garden membership

Partners at this level would be able to work with us to shape crop placements, messaging on signs in the garden, as well as in videos and the Voice of the Farmer Garden website. Partners can plan multiple events in the garden throughout the year and work with us to design customized visitor engagement.

#### Gold - \$50,000 annual garden membership

Partners will work with us on crop placements, shape messaging displayed on signs in the garden, as well as in videos and the Voice of the Farmer Garden website. Partners could also plan one garden event per calendar year.

#### Silver - \$25,000 annual garden membership

Partners will work with us on a crop placement, shape messaging on signs in the garden and on our website. Your organization's logo would be included on our Garden Partners sign. If you provide in-kind support, we would display your organization's name and/or logo on a placard near your donation.

#### Bronze - \$10,000 annual garden membership

Partners will be able to choose placement of a crop in the garden and have a crop label placard next to this planting. Organization logos can be displayed on the Partners page of the garden website, as well as on a placard next to your in-kind donation.