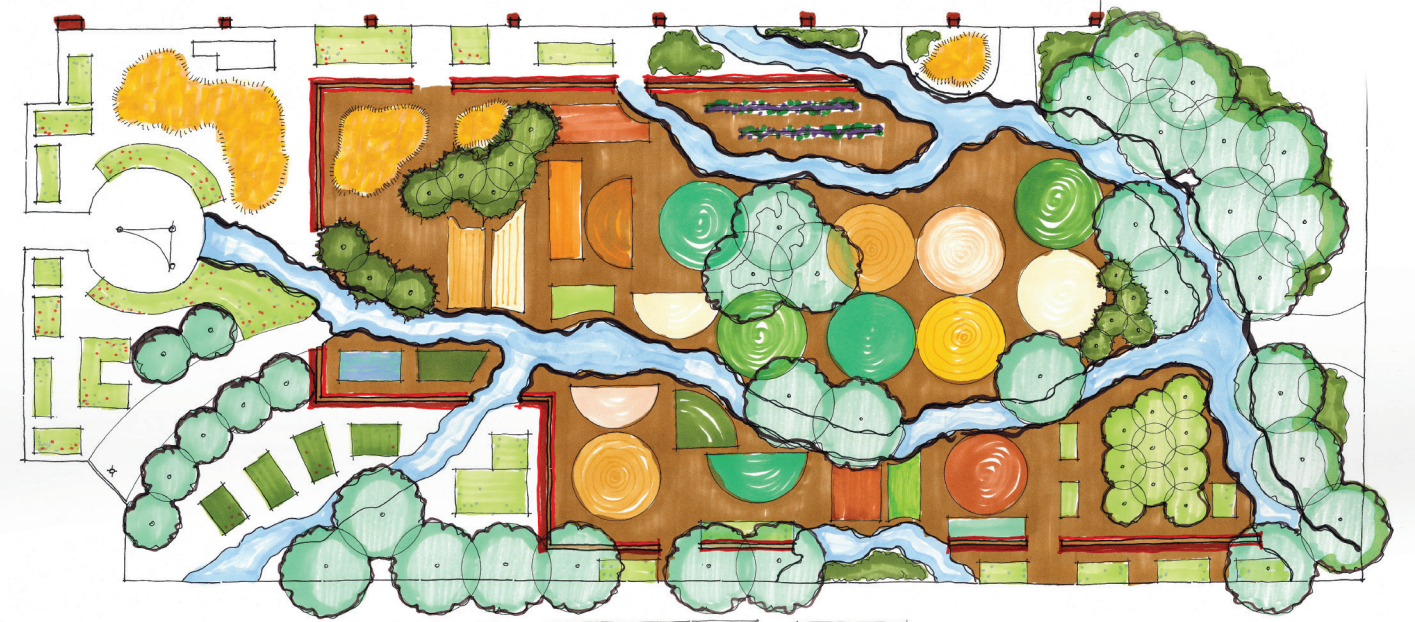


Raising Nebraska is the international award-winning agriculture literacy experience that debuted at the Nebraska State Fair in 2014. Located in the new Nebraska Building on the State Fairgrounds in Grand Island, Raising Nebraska is staffed by a full-time Nebraska Extension educator and offers educational programming throughout the year.

Raising Nebraska is a collaborative initiative of the Institute of Agriculture and Natural Resources at the University of Nebraska–Lincoln, the Nebraska State Fair and the Nebraska Department of Agriculture.



WE'RE TAKING THE RAISING NEBRASKA EXPERIENCE OUTDOORS



AND YOU CAN PUT YOUR NAME ON IT.

**Raising
Nebraska**
Your food & the families who grow it

A Creative Outdoor Presentation of Nebraska's Agricultural Diversity

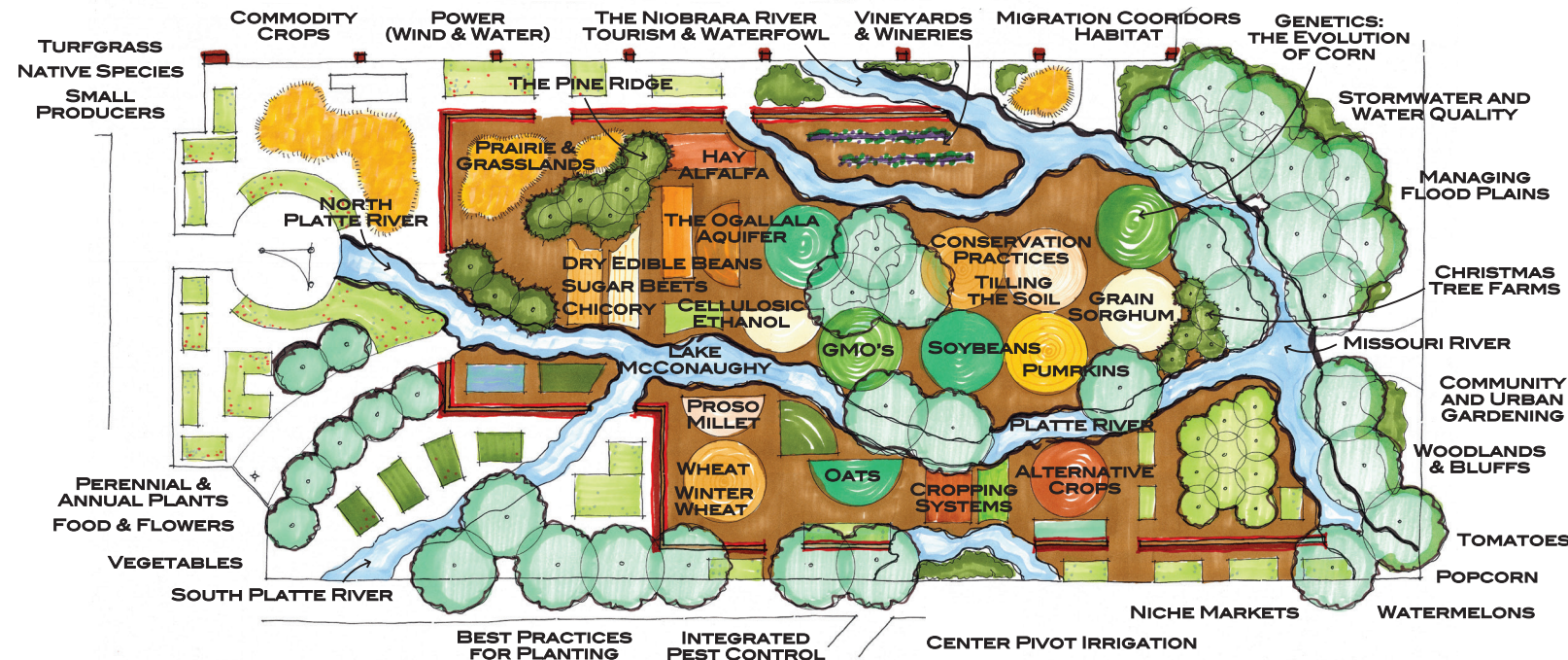
The Raising Nebraska Outdoor Experience will provide a comprehensive, real-world look at the diversity and abundance of Nebraska agriculture from border to border—providing a number of “a-ha” moments for visitors who likely did not know that Nebraska raises everything from millet to dry edible beans, from Christmas trees to wine grapes.

Experienced UNL agronomy, horticulture and landscaping experts are designing this unique space. The Raising Nebraska Outdoor Experience is essentially a huge “garden” shaped like the state of Nebraska—with a wide variety of crops, plants, trees and grasses positioned in the areas of the state in which they are prevalent.

The Raising Nebraska Outdoor Experience is approximately 100 feet long and 60 feet deep. Walkways through the space represent the major river systems in Nebraska.

The space will be delineated by a wall, creating the shape of the state of Nebraska. The wall will provide a seating area around the entire perimeter, as well as opportunities for interpretive educational displays.

The Raising Nebraska Outdoor Experience will debut at the 2015 Nebraska State Fair in late August 2015.



Innovation, education and enlightenment in a unique outdoor space:

In addition to the dozens of plants, crops, trees and vegetation planted in the space, the Raising Nebraska Outdoor Experience will include a wide range of educational experiences including:

- On-site kiosks, interpretive displays and educational spaces will facilitate both instructor-led classes and self-guided discovery.
- Workshops and seminars will be held for school groups, community organizations, a wide range of agricultural and food producers, professional landscapers, specialty crop producers, and others.
- Several editions of the popular “Backyard Farmer” television program will be shot on-location and broadcast statewide on NET Television and posted online.
- Educational programs and experiences designed to leverage both the outdoor and indoor spaces at Raising Nebraska to provide a comprehensive look at Nebraska agriculture, natural resources, landscapes and food production.

The Raising Nebraska Outdoor Experience will provide year-round educational experiences including:

- Selecting the right seeds and plants for the right place, developed through genetics, genomics and plant breeding
- Using cover crops and compost to amend construction soils and reduce erosion
- Growing fruits and nuts in small spaces for urban landscapes
- Demonstrating how crop rotation and tilling practices work to protect the land in different ways in different places
- Creating opportunities for niche markets and producers to grow pumpkins, melons, edamame and other specialty crops.
- Protecting our water supply and conserving it through best irrigation practices—turfgrass, native grasses, etc.
- Using innovative ways to make byproducts useful as bioenergy and biofuels—switchgrass, corn, sweet sorghum, soybeans
- Managing grasslands for food production and conservation
- Using best practices and integrated pest management to touch the earth lightly and lead our young people to become the next generation of stewards of the land
- Providing recreation, wildlife habitat and products for enjoyment in prairies, forests and rivers—Christmas trees, wine grapes, ecotourism on rivers and lakes



SPONSORSHIP OPPORTUNITIES

The Raising Nebraska Outdoor Experience offers a unique brand-building opportunity for sponsorship.

Presenting Sponsor Opportunity: \$750,000

Complete underwriting and naming rights for the entire Raising Nebraska Outdoor Experience.

Field & Garden Area Sponsorship: \$600,000

Underwriting and naming rights for the landscaped and planted areas within the Raising Nebraska Outdoor Experience.

Perimeter Wall Sponsorship: \$150,000

Underwriting and naming rights for the perimeter wall structure that surrounds the Raising Nebraska Outdoor Experience.

Discover more by contacting:

Stu Shepherd
Nebraska 4-H Foundation
308.530.7351
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Contributions to this project will be made through the Nebraska 4-H Foundation, a 501(c)3. A portion or all of your contribution may be tax-deductible.