XYZ Company Newest Corporate Sponsor of Greene County Extension

SPRINGFIELD, Mo. – XYZ Company of _______, Mo., has become an official corporate sponsor of Greene County Extension as part of a new marketing and fundraising plan developed by the publicly elected Greene County Extension Council.

As an official sponsor, XYZ Company will be able to co-brand their business with the well-respected name of University of Missouri Extension and the programs offered in Greene County, like 4-H and Master Gardeners.

XYZ Company is located at ______________ and is a business and community leader in ___________________________________. The company is best known for ______________________ ______________________ and has the following area locations: ______________________.

The need for corporate sponsors stems from the fact that the Greene County Commission has cut the operations budget for the county extension office by 90 percent. Even though Extension is a county government program, and not a civic organization, members of the county extension council recently approved a business plan that included efforts to get private dollars.

“In order to keep Greene County Extension serving the residents of Greene County, private dollars are needed,” ,” said David Burton, county program director for Greene County Extension. “This is the first time in 100 years that an official Greene County Extension sponsorship has been available.”

Specialists working in Greene County offered MU Extension educational programs during 2011 that impacted over 25,000 county residents. From 4-H clubs and Master Gardeners classes, to nutrition classes at school and community programs dealing with family life, economic development, sustainable communities and agriculture, people of all ages receive educational benefits from participating in MU Extension programs.

Research shows that the MU Extension brand is recognized and respected throughout the state. Official sponsors are banking on the good name and reputation of MU Extension and on the future of Extension programs in Greene County.

“The Extension name and reputation has been built over 100 years by placing an emphasis on unbiased, research-based advice. That makes a great partner for most businesses,” said Burton.

More information about the Greene County Extension corporate sponsorship program is available online at extension.missouri.edu/greene or by contacting David Burton at the Greene County Extension Center: (417) 881-8909 or burtond@missouri.edu.