

Alabama Farm Center

PROSPECTIVE SPONSOR INFORMATION





Alabama Farm Center

The Alabama Farm Center has captured the excitement and support of local, county, state and business leaders – many of whom were on hand for the kickoff event at Hallmark Farm.



AGRICULTURE EXHIBITION CENTER CORPORATION BOARD OF DIRECTORS

JIMMY PARNELL

Alabama Farmers Federation
Chairman

THOMAS ELLIS

Lowndes County farmer
Vice Chairman

RALPH WILLIAMS JR.

Alabama Power
Secretary-Treasurer

BRAD FULLER

Jefferson County farmer

JOE LAMBRECHT

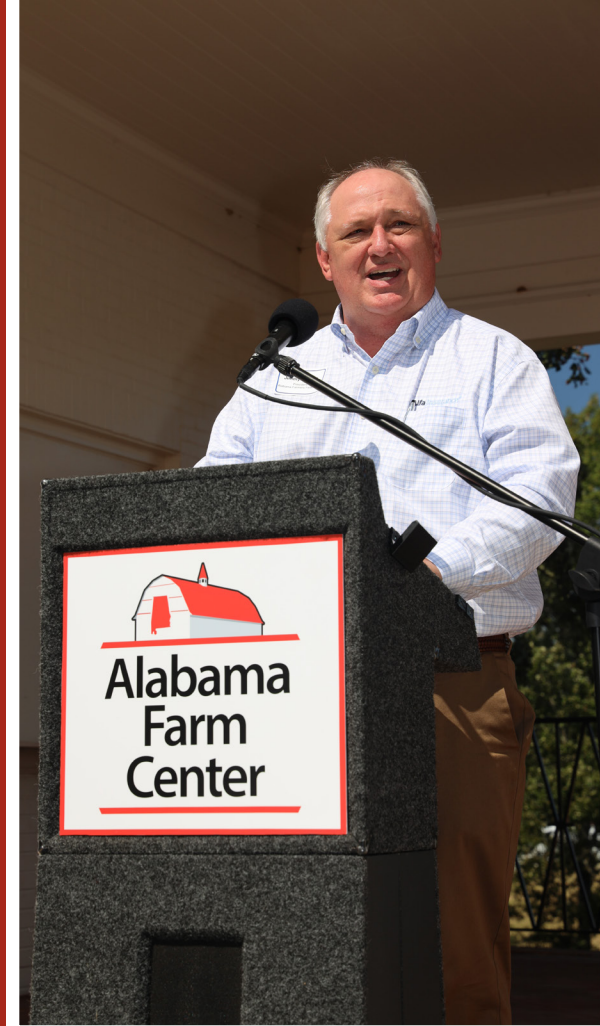
Elmore County farmer

JOHN STARNES

DeKalb County farmer

DR. BARRETT VAUGHAN

Tuskegee University



MESSAGE FROM OUR CHAIRMAN

We are excited about the prospect of moving forward with the Alabama Farm Center at Hallmark Farm. I'm convinced Alabama has some of the brightest young people in the nation, and we're committed to providing them a world-class facility to learn, grow and develop leadership skills.

The Alabama Farm Center at Hallmark Farm has been a personal dream of mine and countless others for decades. Our children grew up showing livestock, attending rodeos and participating in activities that helped them learn how to think, how to work and how

to get along with others. Unfortunately, many of Alabama's agriculture facilities are over 70 years old, landlocked and in terrible disrepair.

The location was chosen after a competitive site selection process throughout Alabama. Jefferson County is working cooperatively with the Agriculture Exhibition Center Corporation Board of Directors to bring a state-of-the-art agriculture and event center to the heart of the Southeast.

The Alabama Farm Center will provide our young people and families a place to gather while supporting education, entertainment and economic development. It will be something we can all be proud of, as it draws visitors to Alabama from across the Southeast.

In addition to livestock expositions, the Alabama Farm Center will host an annual state fair and year-round events while serving as an educational facility for the state's youth.

With support of state, county and city officials, along with investment from corporate sponsors, we're ready to make this dream a reality. We invite you to join us in building the Alabama Farm Center and making iconic Hallmark Farm a place that will serve our state for generations to come.



WHY A FARM CENTER?

Alabama Farm Center will be a regional destination benefiting all Alabamians by supporting agriculture, education, economic development and tourism. It will Keep Alabama Working by creating jobs, generating revenue and developing future leaders.

- Offers a state-of-the-art facility to serve students and families across the Southeast
- Provides a central venue for state and regional events
- Creates positive economic impact
- Advances agriculture education in Alabama
- Allows Alabama to compete as a host for national events
- Retains Alabama talent and prepares students for the workforce

LOCATION INFORMATION

- Alabama's most iconic farm site
- Direct interstate access via I-65 Exit 280
- Over 400 acres for the Alabama Farm Center plus 85 acres of commercial development benefiting Farm Center operations
- Comparable regional and national venues:
 - Georgia National Fairgrounds & Agricenter, Perry, Ga.
 - Ohio Expo Center & State Fairgrounds, Ohio
 - OKC Fairgrounds, Oklahoma City, Okla.
 - Heartland Events Center, Grand Island, Neb.
 - National Western Center, Denver, Colo.
- Conveniently located for:
 - Livestock shows, rodeos, fairs and other ag events
 - Concerts, meetings and trade shows
 - Educational workshops, competitions and training

PROJECT SUMMARY

PHASE ONE

Show Arena	135,000 SF
Livestock Barns	175,800 SF
Covered Outdoor Arena	75,000 SF
Sweet Grown Alabama Welcome Center	8,100 SF
New Barn Event Space	10,800 SF
RV Sites	148 SITES

STATE ECONOMIC IMPACT

Direct Spending	\$2.2 BILLION
Direct Tax Revenue to the State over 20 Years	\$95-\$100 MILLION
Direct & Indirect Job Creation	850 JOBS

**Data completed by Hunden Strategic Partners*

SPONSORSHIP OPPORTUNITIES



PLATINUM SPONSOR \$15 MILLION

Naming Rights (for one):

- ① Show Arena
- ② Barn Event Space

BARN RAISER SPONSOR \$10 MILLION

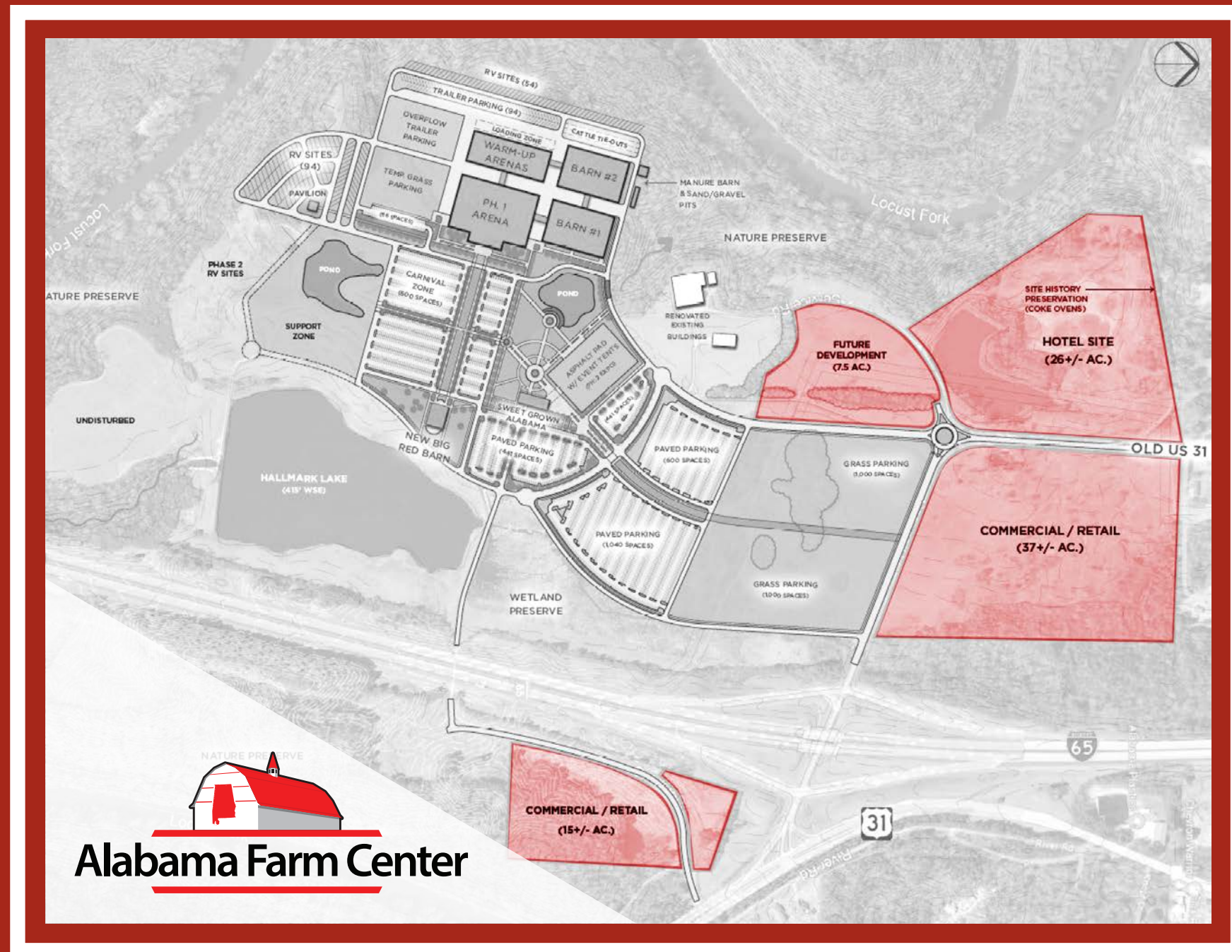
Naming Rights (for one):

- ③ Livestock Barn A
- ④ Livestock Barn B
- ⑤ Covered Outdoor Arena


Alabama Farm Center

PHASE ONE

COMMERCIAL DEVELOPMENT



The Alabama Farm Center at Hallmark Farm is a sustainable investment in the state's future, thanks to a governance structure that provides for long-term financial support.

Site plans call for over 85 acres of commercial real estate development. The enabling legislation directs tax revenue from these tracts to benefit the operation and maintenance of the Alabama Farm Center.

North Jefferson County is one of Alabama's growth areas, with over 1,500 new homes planned in Warrior over the next 24 months. Major retailers and hotel chains have expressed interest the Alabama Farm Center site.

Development of the commercial tracts will provide food and overnight accommodations for Alabama Farm Center visitors while generating income for perpetual upkeep and improvement of event spaces.

PHASE ONE



ALABAMA'S GATHERING PLACE

Nestled in the rolling hills of central Alabama lies a farm that will soon undergo a vast transformation. Welcome to the Alabama Farm Center at Hallmark Farm!

With agriculture and forestry contributing \$77.3 billion to Alabama's economy each year and creating 273,271 jobs, our goal is to bring a state-of-the-art agriculture, fair and event center to the heart of Alabama.

The Alabama Farm Center will attract visitors from across the country – all

while helping farmers and ranchers stay competitive and rural Alabama thrive.

As Alabama's gathering place, the Alabama Farm Center will host family friendly events such as rodeos, concerts, and livestock and equestrian competitions. Hallmark Farm will become a Southeastern hub for agricultural innovation, leadership development and tourism.

From the moment visitors enter the Sweet Grown Alabama Welcome Center, they

will be reminded of agriculture's rich heritage, ongoing impact and boundless opportunities.

By supporting education and leadership development, the Alabama Farm Center will be far more than an event center – it will be fertile ground where young people and families can learn, grow and enjoy all the state has to offer.

LOOKING TO THE FUTURE



ADDITIONAL BUILDINGS

- A Expo Hall
- B Grand Arena
- C Additional Livestock Barns

Hallmark Farm gives the Alabama Farm Center space to grow. The initial arenas, barns and midway will accommodate livestock events, educational programs, a state fair and more. But that's only the beginning.

The Master Plan calls for an Expo Hall with flexible, multipurpose space ideal for trade shows, training and conferences. The Grand Arena will be suitable for everything from professional rodeos to concerts. Additional livestock barns will help meet the demand for space as the Alabama Farm Center takes its place among the nation's premier agricultural exposition destinations.



PHASE TWO

LOCATION | Warrior, Ala.

ALABAMA

To Birmingham:
22 MILES

To Huntsville:
81 MILES

To Montgomery:
113 MILES

To Dothan:
150 MILES

To Mobile:
278 MILES

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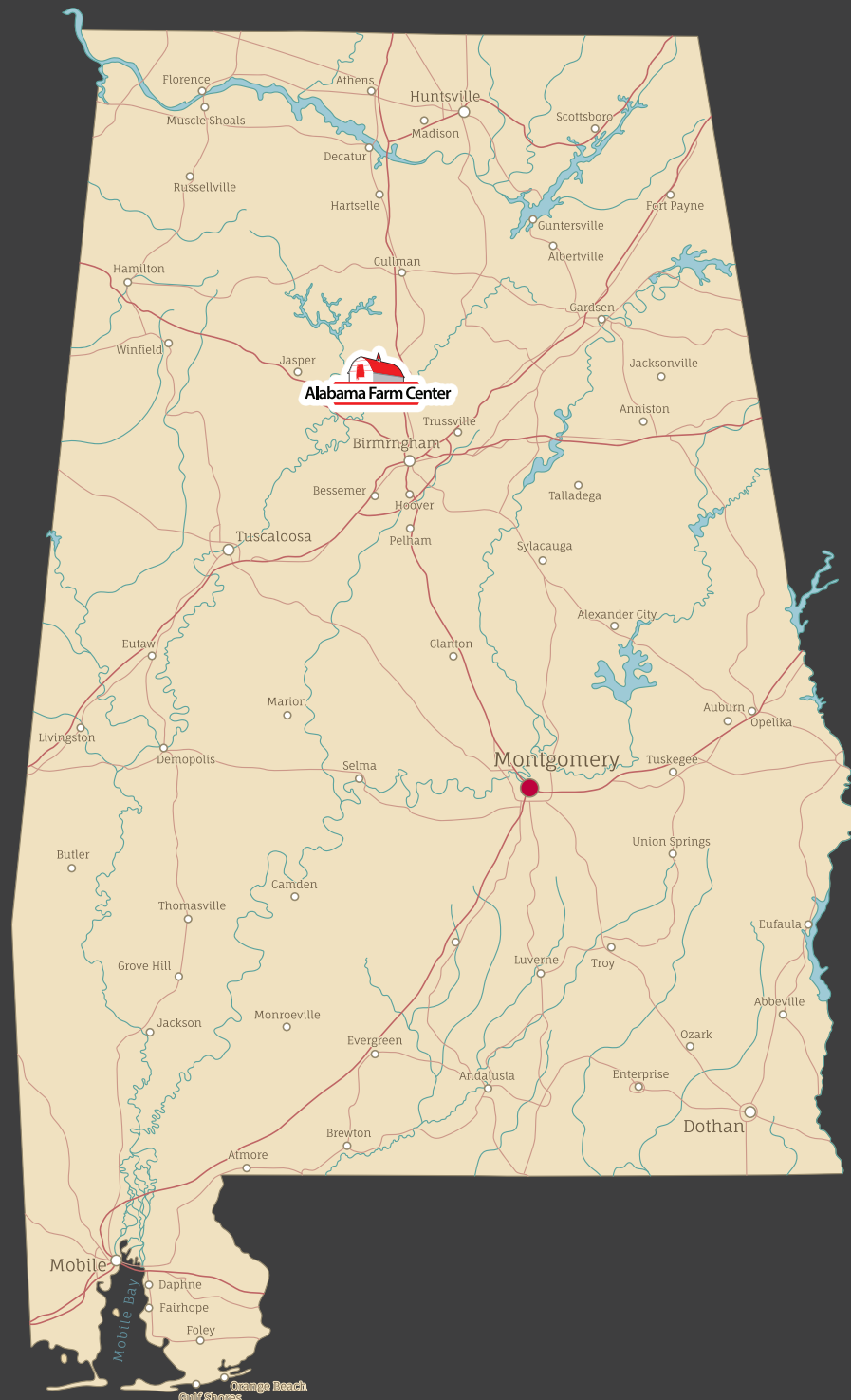
NEIGHBORING STATES

To Atlanta, Ga.:
169 MILES

To Nashville, Tenn.:
170 MILES

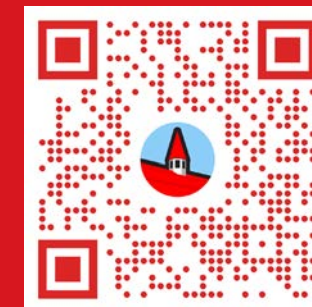
To Jackson, Miss.:
258 MILES

To Tallahassee, Fla.:
323 MILES

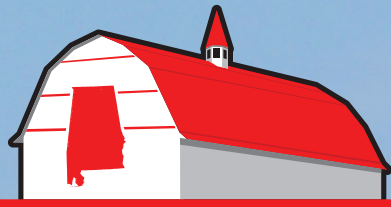


The facility's strategic location supports and provides access for our agricultural community to compete on a national stage. Serving as an educational facility for the state's young students, we pride ourselves on growing the next generation of agricultural entrepreneurs in the region. By providing state-of-the-art facilities to promote innovation, research and education, we remove the barriers to enter into agricultural fields. Please join us, along with leaders across the state, in supporting the creation of this premier agriculture, education and event center. Let's build this dream.

VIRTUAL TOUR



For decades, drivers along I-65 have marveled at the pastoral beauty of Hallmark Farm. Take a virtual tour of the iconic site and glimpse a vision for the Alabama Farm Center, or use the contact information below to schedule an in-person visit.



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