

RFA's Public Outreach & Promotional Efforts - How to be an advocate

March 2020

Kansas Corn-Fed Ethanol Seminar



Becoming an Advocate

- The disconnect between most Americans and Rural America grows each year. They need all of us to help recreate that connection!
- There is no better advocate for agriculture (or ethanol) than someone with a personal story.
- How many times have you latched onto a personal story in the news, in a magazine, in a movie?
- The stories do not have to be complex... they just need to be yours!

The RFA approach...

- Given very limited funds, our efforts have attempted to put consumers in a positive position on ethanol before they get to the fuel station. We let the fuel marketers/station owners determine their approach.
- We have focused on the most vocal demographics. This is not just about the small percentage of fuel they utilize in those engines. These consumers still own other vehicles and are part of the larger fuel pool.
- If we convince them that it is good for their boat, motorcycle or small engine, they will be comfortable with putting it in their vehicles.
- Moving forward, RFA plans to further broaden our efforts to include more diversity, but we will always be limited by our resources. National consumer marketing efforts average between \$40-\$50M annually. Examples: beef, pork, milk, etc.

American Chopper Project

- RFA partnered with Paul Teutul, Jr of American Chopper fame to build a custom E85 motorcycle on the show.
- The episode was called “Metal Health” and has aired in over 200 countries in 94 languages.
- Viewed by millions on TV and online at Discovery.com.
- Show continues to run today and expect interest to continue.
- Discovery ultimately plans syndication for our episode.
- Project helped create a new ethanol advocate in Paul.



American Chopper Education Continued

- RFA placed banners in Paul Jr.'s shop during filming of last season.
- Note banner placement around the build client's banners.



Sturgis Motorcycle Rally

- RFA has been attending the Sturgis Motorcycle Rally for over a decade to promote ethanol.
- RFA partners with the Sturgis Buffalo Chip Campground and sponsor the Legends Ride, Free Fuel Happy Hours, multiple advertisements in various publications, onstage promotions each night and more.
- Normal attendance is around 500,000 and anniversaries usually double or triple that amount.

Sturgis Rally – Legends Ride



Free Fuel Happy Hours



Hauk Designs Project

- RFA partnered with Kenny Hauk from Hauk Machines to build a one of a kind Jeep Wrangler.
- We utilized the new crate motor from MOPAR named the Hellephant to create more buzz.
- This 7.0L Supercharged HEMI produces 1,000HP stock, and with the help of E85, it reached nearly 1,200HP.
- Ethanol's story was told on air, and is now available to be viewed via RFA's social media accounts and on Hauk Machines, available on Amazon Prime.



Hauk Designs Project

- Jeep unveiled at SEMA Show in Vegas in November.
- Scheduled Events in 2020:
 - *NEC; February 10-12 in Houston, TX*
 - *Commodity Classic; February 26-29 in San Antonio, TX*
 - Laurel Highlands Truck & JeepFest; March 14-15 in Farmington, PA
 - Easter Jeep Safari; April 4-12 in Moab, UT
 - Daytona Jeep Beach; April 20-26 in Daytona Beach, FL
 - Ultimate Callout Challenge; May 1-3 in Brownsburg, IN
 - FEW; June 15-17 in Minneapolis, MN
 - Summerfest; June 24-27 in Milwaukee, WI
 - Sturgis Rally; August 7-16 in Sturgis, SD
 - Great Smoky Mountain Jeep Invasion; August 21-22 in Pigeon Forge, TN
 - Ocean City Jeep Week; August 27-30 in Ocean City, MD
 - Laurel Highlands JeepFest; September 26-27 in Farmington, PA
- Working on other possible events during periods of RFA possession.
- Anticipated crowd for planned events is above 2,000,000!



Crappie Masters

- Season is underway!
- This year is different than the past, Crappie Masters has launched numerous state chapters to expand the reach of their programs and our sponsorship. Kansas example shown here here.
- Current states include: Missouri, Kansas, Oklahoma, Iowa, Louisiana, Arkansas, Illinois, Tennessee, Kentucky, Alabama, Florida and Ohio.
- Planned states include: Mississippi, Texas, Indiana, Virginia, West Virginia, North Carolina, South Carolina, California and Georgia
- Initiative will go from just 16 tournaments in 2019 to 87 tournaments in 2020.
- Crappie Masters does an excellent job educating boaters and anglers on the benefits of ethanol, and mostly outside the Midwest.

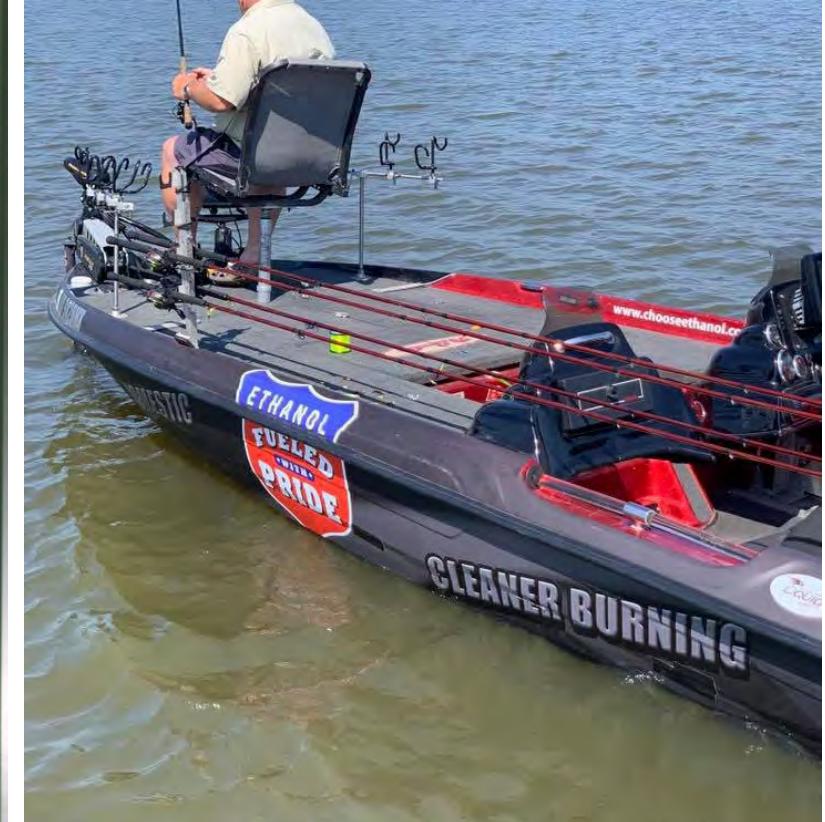


The poster features a large image of a crappie fish on the left. At the top left is a red and blue shield logo with the words "ETHANOL FUELED WITH PRIDE". At the top right is a yellow circle with "Bass Pro Shops" and a green circle with "AMERICAN ETHANOL". The title "Crappie masters" is in large yellow letters, with "ALL AMERICAN TOURNAMENT TRAIL" in smaller text below it. The "KANSAS CRAPPIE TRAIL" is written in blue. A Facebook "f" icon is in the bottom right corner. Below the title, a section of text states: "\$35.00 Individual Crappie Masters Membership is required to fish all Crappie Masters events." The main section is titled "2020 Crappie Masters Kansas Crappie Trail" and lists the following tournaments:

TOURNAMENT LAKE	Date	Type	Weigh-in Location	Fee
Hillside Lake	March 7	Qualifier	Jayhawk Marina	\$100.00
Tuttle Creek	April 18	Qualifier	Wildcat Marina	\$100.00
El Dorado Lake	May 9	Qualifier	Bluestem Ramp #1	\$100.00
Melvern Lake	May 23	Qualifier	State Park West Ramp	\$100.00
Perry Lake	June 13	Qualifier	State Park East Ramp	\$100.00
Pomona Lake	July 18	Qualifier	State Park Ramp #2	\$100.00
Clinton Lake	August 22	Qualifier	State Park West Ramp	\$100.00
CLUB CHAMPIONSHIP El Dorado Lake	September 12 & 13	Club Championship	Bluestem Ramp #1	\$200.00

*Qualify for the Crappie Masters National Championship total payout \$125,000.00!
Kansas Crappie Trail Angler Team of the Year Points Race!
Kansas Crappie Trail Championship!*

Crappie Masters Kansas Crappie Trail Tournament Director: Dylan Faulconer
Cell: 913.416.3481 Email: faulconerdylan@yahoo.com
facebook.com/kansascrappietrail



Crappie Masters

Summerfest

- Recognized as “The World’s Largest Music Festival” by the Guinness Book of World RecordsUse Jeep as a hook, promote from there.
- Established in 1968 - 11 days, 11 stages, over 800 acts with over 1,000 performances
- Average annual attendance of 850,000 originating from all 50 states and 40 countries
- A 75-acre world-class permanent festival site along the shores of Lake Michigan in downtown Milwaukee - Range of music from Classic Rock, Country, Hip-hop, EDM, Latin, Indie, etc.
- Able to exhibit in high traffic areas. Use Jeep as the hook, promote from there.
- Millennial's #1 money spend – music festivals! But, this is more than just them.



Efforts Focused on Women

- RFA is developing new content specifically focused on women for 2020 and beyond.
- These examples are just mock-ups for visual, but once completed, we will have content for social media, postcards, advertisements and more.
- Plan to debut before summer.



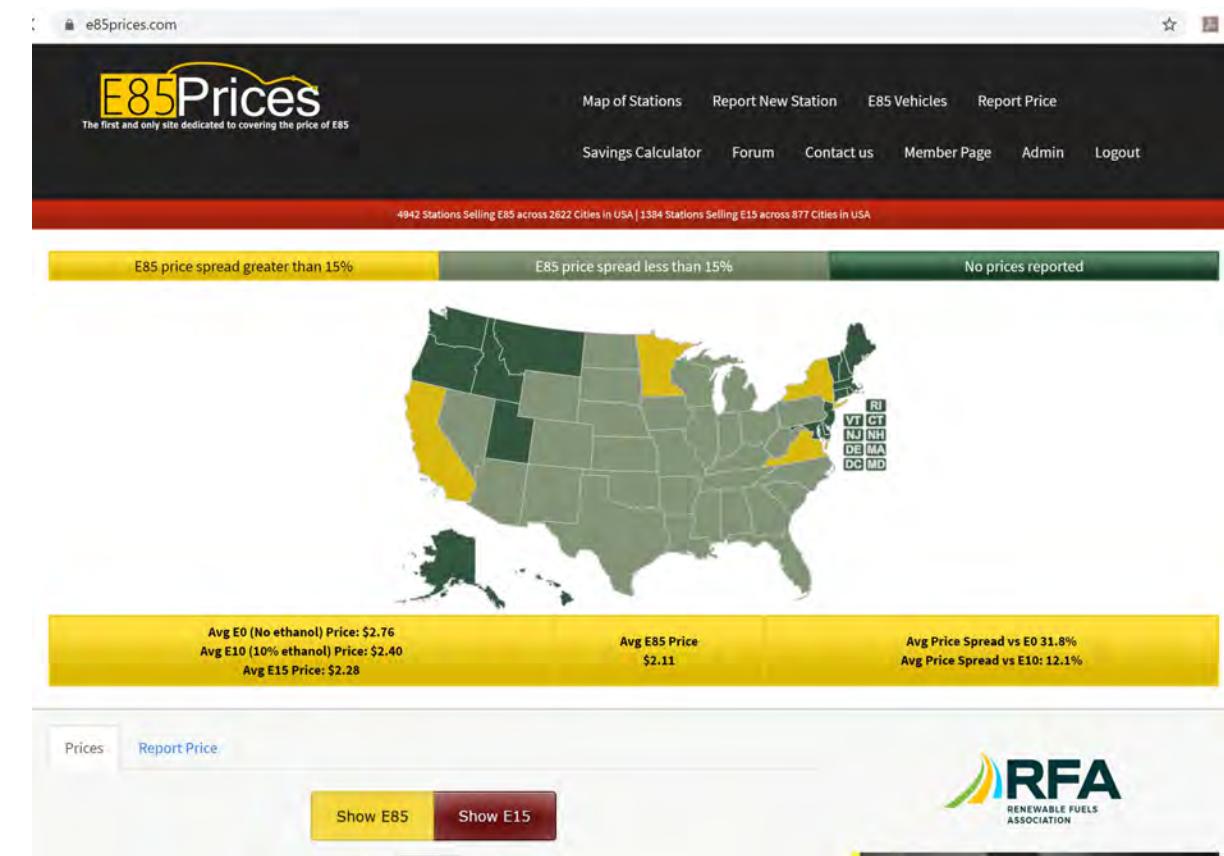
Project Can-Am

- RFA partnered with Tidd Racing to promote ethanol's cost and performance benefits to off-road racers.
- Races take place all over the country.
- Vehicle gained 50 horsepower by switching to E85, a fuel much cheaper than race fuel used by most racers.
- Efforts garnered attention of Can-Am and discussions continue on partnership opportunities.



E85prices.com

- Started in Minnesota.
- E85prices.com lets consumers report their pricing experiences for all blends of ethanol.
- We have thousands of registered users, along with a forum for them to exchange ideas and learn.
- Excellent data source for stations, historical pricing info and more.
- Used by DOE and EPA.



Ethanol Days of Summer Contest

- Used to drive traffic to E85prices.com.
- Educates consumers on various fuel blends, and we get additional data for our use.
- Give away \$50/day from Memorial Day to Labor Day.
- Average 4,000 new users each summer.

Social Media

- The petroleum industry is heavily involved with the online narrative too.
- Social media allows everyone to tell their story, present facts and definitely their opinions.
- Despite heavy petroleum funding and influence, social media has remained a place where our voice matters.
- There are too many social media platforms to count, but they all provide you an opportunity to tell your story.
- RFA is also developing a social media campaign that can be used nationwide.



Becoming an Advocate

Some Examples:

- Letters to the Editor
- Comments on Articles – Pro & Con
- Interviews for radio and print
- Social Media
- At the pump
- Your vote

Questions?

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