

LAND O'LAKES FARM BOWL PARTNER PLAYBOOK



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The nation's biggest sporting event is coming to the Bold North in 2018. Last year, more than 111 million people watched the big game. This year, all eyes will be on Minnesota, and Land O'Lakes, Inc. is excited to be part of this once-in-a-lifetime opportunity. As part of our Minnesota Super Bowl Host Committee programming, we're creating an exciting and unique event to shine a spotlight on modern farmers and inspire the next generation of young leaders to consider careers in food and agriculture.

Please join us in sharing the news of the **Land O'Lakes Farm Bowl**. Taking place on Thursday, Feb. 1, 2018 at the University of Minnesota, Land O'Lakes Farm Bowl will team up current and former professional football players with Land O'Lakes farmers to compete against each other in a series of fun and light-hearted farm-themed challenges to demonstrate the skills and grit required to succeed as a farmer today. ESPN sports reporter Marty Smith and singer Jordin Sparks will host the event and provide sideline commentary.

PARTICIPANTS INCLUDE:

Current and former professional football players:

- ★ Former All Pro Wide Receiver **Greg Jennings**
- ★ Hall of Fame Running Back **Jerome Bettis**
- ★ Former Center and Current Farmer **Jason Brown**
- ★ Minnesota Vikings Tight End **Kyle Rudolph** (pending availability)
- ★ Player to be Announced
- ★ Player to be Announced

Land O'Lakes Farmers:

- ★ **Amber Horn-Leiterman** (Hornstead Dairy, Brillion, WI)
- ★ **Katie Dotterer-Pyle** (Cow Comfort Inn, Union Bridge, MD)
- ★ **Dave Ribeiro** (Rib Arrow Dairy, Tulare, CA)
- ★ **Darin Johnson** (Johnson Farms, Wells, MN)
- ★ **Craig Roerick** (Roerview Dairy, Swanville, MN)
- ★ **JJ Nunes** (Nunes and Sons Dairy, Tulare, CA)

Hosts:

- ★ **Marty Smith**, Reporter/Host, ESPN
- ★ **Jordin Sparks**, Singer/Songwriter & Actress
- ★ **Chris Policinski**, President & CEO, Land O'Lakes, Inc.



SHARING THE NEWS:

We're very excited to bring Land O'Lakes Farm Bowl to audiences around the country, and we hope you'll join us! Whether you'll be watching live in 3M Arena at Mariucci at the University of Minnesota or tuning in on www.TheFarmBowl.com, we hope you'll help us spread the word.

This week and next, we are encouraging our partners to share the news of the event on your social channels by using/adapting the following copy and accompanying images.

Twitter:

- ★ **Pre-Event:** Have you heard of the @LandOLakesInc #LOLFarmBowl? Teams of farmers and football players like @GregJennings and @JeromeBettis36 are competing in challenges on February 1 to show what it takes to be a modern farmer. More at www.TheFarmBowl.com.
- ★ **Pre-Event:** The @LandOLakesInc #LOLFarmBowl is February 1! Football players and farmers are teaming up in a friendly competition to highlight modern farming and inspire the next generation – with @JordinSparks reporting from the sidelines! www.TheFarmBowl.com
- ★ **Day-Of:** The @LandOLakesInc #LOLFarmBowl is today at 1 p.m. CT! Farmers will join football players like @GregJennings and @JeromeBettis36 on the field as they compete to find out if they have what it takes to be a farmer. More details at www.TheFarmBowl.com.

Facebook, Instagram or LinkedIn:

- ★ **Pre-Event:** Don't miss the upcoming Land O'Lakes Farm Bowl – a test of endurance, coordination and determination. Some of the toughest people in the world will be competing, and football players like Greg Jennings and Jerome Bettis will be there too. Coming February 1! www.TheFarmBowl.com
- ★ **Pre-Event:** Mark your calendars for February 1! The Land O'Lakes Farm Bowl is a must-watch event where teams of farmers and football players face off in light-hearted farm-themed challenges to showcase modern farming and inspire the next generation. Hosted by Marty Smith with sideline reporting from Jordin Sparks. www.TheFarmBowl.com
- ★ **Day-Of:** It's game day! Land O'Lakes Farm Bowl will put teams of farmers and football players through a variety of farming challenges and activities for the coveted Farm Bowl trophy today at 1 p.m. CT. Featuring football players like Jerome Bettis, Jason Brown and Greg Jennings! www.TheFarmBowl.com

**Please note: If posting to Instagram, remove the link to the website, since Instagram doesn't allow clickable links. Instagram tagging and hashtag recommendations: @LandOLakesInc, @kylerudolph82, @jerome36bettis, @theofficialgj, @wisefarmerbrown, @jordinsparks, @martysmithespn, #LOLFarmBowl, #BoldNorth, #agriculture, #farm.*

We also encourage you to share/retweet content from the Land O'Lakes, Inc. social channels. Land O'Lakes Farm Bowl will be **broadcast via Facebook Live**, with exciting updates on all of our channels throughout the next several weeks. Follow along at **#LOLFarmBowl**.

 @LANDOLAKESINC  @LANDOLAKESINC  @LANDOLAKESINC  LANDOLAKESINC

Please note: The NFL claims exclusive rights to the Super Bowl trademark, and tracks use and aggressively enforces its rights. Therefore, the following terms (and all related images and hashtags) are off limits: "Super Bowl," "Super Sunday," The Super Bowl logo, "NFL," "AFC" or "NFC," "The National Football League," "American Football Conference," "National Football Conference," and any team name or nickname.

