

Title Sponsor John Deere

“John Deere is committed to helping our customers meet the world’s dramatically increasing need for food, fuel, shelter and infrastructure. In doing so, Deere is supporting a higher quality of life around the world.”

Through our tournament sponsorship of the John Deere Classic, the company has a unique opportunity in one event to blend business objectives with community betterment.

In line with business objectives, customers and key business associates learn more about John Deere products and services during tournament week.

As well, telecasts of the professional golf event enhance the John Deere brand worldwide.

As importantly, the John Deere Classic is a leader in charitable giving, raising nearly \$30 million dollars for community organizations since John Deere became title sponsor in 1998.

While the company and its employees focus their efforts to enhance John Deere’s global business success, they also embrace the important role as a leading corporate citizen.

In its corporate citizenship efforts, John Deere targets initiatives that address community betterment, education and world hunger.

The John Deere Foundation plays a key role in helping the company achieve its aspirations for corporate citizenship.

The John Deere Foundation has provided more than \$200 million in grants since it was founded in 1948. In addition, the Foundation has supported relief efforts for significant natural disasters in many locations around the world, including recent incidents in the U.S., Japan and Haiti.



In 2010, the John Deere Foundation made commitments of \$12.2 million to a variety of community organizations. Examples include:

- A \$2.5 million grant for Opportunity International to provide microfinance services to subsistence farmers in Ghana, Malawi, Mozambique, Rwanda and Uganda.
- Increased funding for the “BackPack” program in the Quad Cities and in five other John Deere communities, providing food to chronically hungry elementary school children for consumption over the weekend.
- A \$2 million grant commitment to the Quad Cities Chamber of Commerce to promote significant economic development in the region and major grants to support economic development in Dubuque, Ottumwa and Waterloo.

In addition to financial grants, John Deere’s citizenship efforts have included community and volunteer work - a tradition that dates back to the company founder. To enhance this important aspect, a new initiative at Deere is the creation of more formalized method to support employee volunteer efforts globally.

“Official Golf Course Equipment Supplier of the PGA TOUR”

Whether it is through the company’s products and services, a corporate sponsorship such as a professional golf event or through one of a variety of its citizenship initiatives, John Deere employees, customers and colleagues work each day to support the world’s growth in sustainable ways.

Deere & Company (NYSE: DE) is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land - those who cultivate, harvest, transform, enrich and build upon the land to meet the world’s dramatically increasing need for food, fuel, shelter and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity.