

2018 TWEET TEAM



OCTOBER 22-28

THE COUNTRY CLUB OF JACKSON • MISSISSIPPI



SANDERSONFARMSCHAMPIONSHIP.COM
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ABOUT THE CIRLOT AGENCY

The Cirlot Agency is a multi-million dollar, international corporate communications firm specializing in global brand strategy, integrated communications and business development. The Agency represents accounts on a national and international basis ranging from Fortune 100 companies to some of the world's largest privately held corporations.

In 2013, Sanderson Farms selected The Cirlot Agency to brand the inaugural Sanderson Farms Championship, Mississippi's only major professional sporting event and a PGA TOUR event, as well as to develop and execute an integrated communications plan surrounding the event, including earned media, social media and collateral materials. The Agency has continued to handle the same responsibilities.

The Agency created all tournament collateral, onsite signage, and print, radio and television advertisements for the tournament. The Agency is also responsible for coordinating interviews, updating the website, and distributing real-time information via social media and a text alert system.





Sanderson Farms, Inc.

Sanderson Farms is engaged in the production, processing, marketing and distribution of fresh and frozen chicken and other prepared food items, and is currently ranked as the 3rd largest poultry producer in the United States.

Operations span from Texas to North Carolina, where more than 15,000 employees work to produce, process, sell and distribute almost 12.125 million chickens per week. The Company's annual sales for 2017 exceeded \$3 billion and its shares trade publicly on NASDAQ under the symbol SAFM.

With its company headquarters in Laurel, Mississippi, Sanderson Farms is the only Fortune 1000 company headquartered in the state of Mississippi.

Sanderson Farms announced its 10-year renewal commitment with the PGA TOUR in 2015. This is one of the longest sponsor title commitments with the TOUR, and the 2019 season is the second year of the 10-year commitment.



Joe Sanderson, CEO and Chairman of the Board of Sanderson Farms

