

NORTH AMERICAN INTERCOLLEGIATE
DAIRY CHALLENGE
TOMORROW'S DAIRY LEADERS

Dear Colleague:

I am inviting you to consider sponsorship of the North American Intercollegiate Dairy Challenge. As you are probably aware the NAIDC is a contest that allows top collegiate students in dairy programs from North America to compete in a management analysis and recommendation program. The NAIDC held its eighth contest last March in Syracuse, NY and is looking forward to another successful event on April 9-10, 2010 in Visalia, California where we will host 30+ universities from across the US and Canada. The NAIDC will also hold regional contests in the Northeast, Southeast, Midwest and Western US.

The NAIDC Board of Director's priority is to fund the National Contest as well as provide funding as needed to the Regions. With the current economic times, your contributions to the NAIDC are more vital now than ever before. During the 2008-2009 contest year, the regional and national contests combined served 398 students from across the US and Canada. Our per-student cost for contest participation (regional and national combined) was approximately \$750 per student, yet the cost for a dairy club to enter a team has remained at just \$50 per contest, thanks to the generous support and commitment of our sponsors.

Your support will allow you to encourage enhanced training and motivation of dairy students to be better prepared for the future dairy industry. It will also allow academic programs to measure themselves against North America's best. As you evaluate your contributions for this coming year, please allow the future leaders of our industry this program to help shape their vision for the future.

Sponsorship support is key to the success of the contest, and as a sponsor, you have much to gain from your investment. This not-for-profit contest was organized by industry enthusiasts with a goal to improve and encourage the development of future dairy industry leaders at the college level and to allow industry personnel to see them perform in real life situations. Sponsorship will allow you to evaluate first-hand the ability of the dairy industry's best students from across the country, giving you an excellent opportunity to identify recruits for your organization. Your contribution of \$1000 or more will be acknowledged in both the national and regional contest publicity.

The Dairy Challenge will host up to 32 four-person teams from universities throughout North America to: 1) visit a modern dairy, and evaluate the situation through observation and interviews with the herd owner or manager, 2) work as a team to identify

management recommendations for the dairy, 3) present these recommendations to a panel of judges and sponsor company's representatives, and 4) meet with key sponsors about learning and recruitment opportunities. For complete information, including the mission, objectives, committee members, sponsor list, and regional and national contest information are posted on our web site at www.dairychallenge.org.

There are four levels of corporate sponsorship for this event. As a sponsor of the 2010 North American Intercollegiate Dairy Challenge you will have the following benefits:

Platinum Sponsor - \$5,000

- Sponsor recognition in National Advertising
- Opportunity to provide contest officials
- Primary booth space for recruitment trade show at national and regional contests
- Participate in student recruitment mixers
- Recognized at national and regional contests
- Student contact information
- Sponsor link from NAIDC web page
- Recognition at awards program
- View the participant presentations

Gold Sponsor - \$2,500

- Booth space for recruitment trade show at national and regional contests
- Participate in student recruitment mixers
- Recognized at national and regional contests
- Student contact information
- Recognition at awards program
- View the participant presentations

Silver Sponsor - \$1,000

- Recognized at national and regional events
- Student contact information
- Recognition at awards program
- View the participant presentations

Bronze Sponsor - \$500

- Recognized at event sponsored
- Recognition at event awards program
- View the event participant presentations

The NAIDC has the benefit of over 120 sponsor companies and producers, with 34 of these as Platinum Sponsors. We would be pleased and honored to list your company as a sponsor of this innovative event. To ensure that we can provide maximum publicity for the sponsors, we are asking that the enclosed commitment form be completed and returned on or before February 1, 2010. I will look forward to your response.

Sincerely,

Barry Putnam, Genex
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