

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, a contest that allows top collegiate students in dairy programs from North America to compete in a management analysis and recommendation program. Our 11th national contest will be held on March 29-31, 2012 in Roanoke, VA. The NAIDC will also hold regional contests in the Northeast, Southeast, Midwest and Western US.

During a Dairy Challenge event, students 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.

Your support will encourage this 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. In just 10 years, having an active Dairy Challenge program has become a key recruiting tool for university dairy and animal science departments. Our not-for-profit contest has changed the face of the young professional entering the dairy industry, but it cannot exist without the generous support of companies like yours. As you evaluate your contributions for this coming year, please include Dairy Challenge in your plans.

As a sponsor, you have much to gain from your investment. Sponsorship will allow you to evaluate firsthand the ability of the dairy industry's best students from across the country, giving you an excellent opportunity to identify top recruits and potential customers. It also aligns your organization with other companies who are taking a proactive approach to shaping the future of the dairy industry. The complete list of benefits for each sponsor level are included on the accompanying sponsor form. For more information about Dairy Challenge, including our mission, objectives, regional and national contest details, and more go to our web site at www.dairychallenge.org.

The NAIDC has more than 135 sponsoring companies and producers, with 33 of these as Platinum Sponsors. We would be pleased and honored to list your company as a sponsor of this innovative event. For maximum publicity during the coming contest year, we encourage you to complete and return the enclosed commitment form on or before October 15, 2011, just prior to our first regional event for the contest year. We look forward to your response.

Sincerely,

Luciene Ribeiro, Functional Proteins
Chair
559-730-8769
Luciene.Ribeiro@functionalproteins.com

Owen Bewley, Prince Agri Products
Finance Committee Chair
217-257-8018
owen.bewley@princeagri.com

2011-2012 NAIDC Sponsor Commitment Form

We invite you to go to www.dairychallenge.org for complete information about Dairy Challenge!

Yes, we will support NAIDC by providing the following contribution:

- _____ \$5000+ Platinum Sponsor*
- _____ \$2500 Gold Sponsorship
- _____ \$1000 Silver Sponsorship
- _____ \$ 500 Bronze Sponsorship

As a sponsor your support will be used for each NAIDC event, or you may choose to designate or split funds among the NAIDC events. We can tailor your recognition as a sponsor to the events you indicate below.

____ Use our funds for all NAIDC Events as determined by the NAIDC Board

____ **OR:** Use our funds as designated below:

- \$_____ Northeast Regional Challenge: Oct 27-29, 2011, Watertown, NY
- \$_____ Southern Regional Challenge: Nov 17-19, 2011, Live Oak, FL
- \$_____ Midwest Regional Challenge: Feb 1-3, 2012, St. Joe, MO
- \$_____ Western Regional Challenge: Mar 1-3, 2012, Visalia, CA
- \$_____ National Contest: Mar 29-31, 2012, Roanoke, VA

____ Yes, we would like to receive information about other opportunities to support NAIDC.

Company Name To Be Listed on All Sponsor Recognition:

Send Invoice To: Or, prefer to receive an invoice in: ____ December, 2011 ____ January, 2012

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip Code _____
Telephone _____ Fax _____
Email _____

Send Thank You To:

Name _____ Title _____
Company _____
Address _____
City _____ State _____ Zip Code _____
Telephone _____ Fax _____
Email _____

Submitted By: _____ **Date:** _____

Please return form by February 1, 2012 to:

NAIDC, 3310 Latham Drive, Madison, WI 53713
PH: 608-224-0400 FX: 608-224-0300 EM: naidc@wdexpo.com

Platinum Sponsor - \$5,000 +*

- Free unlimited Job/Internship Postings on NAIDC's web site
 - Opportunity to provide contest officials
 - Sponsor recognition in national advertising
 - Sponsor link from NAIDC web page
 - Primary booth space for recruitment trade shows at contests
 - Participation in student recruitment mixers
 - Recognition at national and regional contests
 - Student contact information
 - Invitation to view the participant presentations
- * exclusive benefits/opportunities available to sponsors at \$10,000 and above

Gold Sponsor - \$2,500

- Two free Job/Internship Postings on NAIDC's web site
- Booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view the participant presentations

Silver Sponsor - \$1,000

- One free Job/Internship Posting on NAIDC's web site
- Recognition at national and regional contests
- Student contact information
- Invitation to view the participant presentations

Bronze Sponsor - \$500

- Recognized at event sponsored
- Recognition at event awards program
- Invitation to view the participant presentations