

NORTH AMERICAN INTERCOLLEGIATE

The logo for the Dairy Challenge Southern Regional event. It features the words "DAIRY CHALLENGE" in a large, stylized font. "DAIRY" is in blue, "CHALLENGE" is in black, and "CHALLENGE" has a blue outline. The word "CHALLENGE" is partially overlaid by a thick orange horizontal bar. Below the main text is a thick blue horizontal bar. Above the main text is the text "NORTH AMERICAN INTERCOLLEGIATE" in a smaller, black, sans-serif font.

DAIRY CHALLENGE

SOUTHERN REGIONAL

August 17, 2011

Dear Dairy Industry Leader,

I would like to invite you to consider a contribution from your company to help fund the **Southern Regional Dairy Challenge (SRDC)**, a regional event of the North American Intercollegiate Dairy Challenge (NAIDC). This is the sixth annual SRDC; our eleventh national contest will be held in March. Both the SRDC and the NAIDC allow top college students in dairy programs across the southeast U.S. to utilize their education and experiences in a competition setting. You can learn more about the Dairy Challenge at www.dairychallenge.org.

The sixth annual SRDC will be hosted by the University of Florida. The Event will be held in Live Oak, FL on November 17-19, 2011. We are planning to host around 70-80 participants from 15-18 southern universities. The SRDC is an opportunity for students from each university to participate in a learning environment where they will analyze the production and management practices used on a commercial dairy; interact with students from other universities in team building activities; present their findings to a panel of industry experts and listen to various presentations from industry professionals on issues and opportunities in the dairy industry.

The SRDC Steering Committee recognizes your company as a leader within the dairy industry and would like to invite you to become a ***Sponsor*** for the contest. This is an exciting recruiting opportunity where you will get to meet some of the South's brightest dairy science juniors and seniors. This not-for-profit contest was organized by industry enthusiasts with a goal to create an intercollegiate event for developing the future leaders of the dairy industry and to allow industry personnel to see them perform in real life situations.

I am confident that you will find this a rewarding experience as a sponsor. Your support will enhance the training and motivation of the students so they can be better prepared to serve the dairy industry of the future. Sponsorship will allow you to evaluate first-hand the ability of the dairy industry's best students from across the south, giving you an excellent opportunity to identify recruits for your organization.

The contribution levels and benefits are listed below. Please note that your contribution of \$1000 or more will be acknowledged in all ***national and regional*** contest publicity and all contributions are tax deductible to the fullest extent of the law. Also, we would like to invite you to participate in a trade show held in conjunction with the SRDC where you can meet and mingle with the contest participants and introduce your company to prospective employees and customers. We hope that you will consider supporting the vision and objectives of this event.

Platinum Sponsor - \$5,000

- Sponsor recognition in all National Advertising
- Awards named in honor of sponsors
- Recognized in event brochures
- Primary booth space for recruitment trade show
- Recognized at national and 4 regional events
- Student contact information
- Sponsor link from NAIDC web page
- Opportunity to provide contest Officials
- Participate in student recruitment mixers
- View the participant presentations
- Recognition at awards program

Gold Sponsor - \$2,500

- Booth space for recruitment trade show at national and regional events
- Participate in student recruitment mixers
- Recognized at national and 4 regional events
- Student contact information
- View the participant presentations
- Recognition at awards program

Silver Sponsor - \$1,000

- Recognized at national and 4 regional events
- Student contact information
- View the participant presentations
- Recognition at awards program

Bronze Sponsor - \$500

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

Friends of Dairy Challenge - \$1 to \$499

- Recognized at event sponsored

On behalf of the planning committee, I can say that 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 October 18, 2011. We look forward to including your company as a sponsor.

Sincerely,

Cathy Williams
2011- 2012 Southern Regional Dairy Challenge Finance Chair
cwilliams@agcenter.lsu.edu
225-578-4574

Enclosures:

North American Intercollegiate Dairy Challenge

Yes, we will support NAIDC in 2011 by providing:

- ___ Platinum Sponsorship - \$5,000 +
- ___ Gold Sponsorship - \$2,500
- ___ Silver Sponsorship - \$1,000
- ___ Bronze Sponsorship - \$500
- ___ Friends of NAIDC \$1 - \$499

Designated for:

- \$ _____ National Contest
- \$ _____ Midwest Regional
- \$ _____ Western Regional
- \$ _____ Northeast Regional
- \$ _____ Southern Regional – November 17-19, 2011 – Live Oak, FL

For budgetary purposes, please forward an invoice in:

- ___ December, 2011 ___ January, 2012

We would like to participate in the trade show to support SRDC

___ Please call to discuss other opportunities with me

Signature _____ Date _____

Name _____ Title _____

Company/Affiliation _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

Email _____

To ensure that we can provide maximum publicity for the sponsors, we ask that you return this form on or before
October 18, 2011

Return to:

*NAIDC
3310 Latham Dr.
Madison, WI 53713
Phone – 608-224-0400
Fax – 608-224-0300*