

# **Dairy** NORTH **Challenge** AMERICAN INTERCOLLEGIATE TM

*Tomorrow's Dairy Leaders*

Dear Colleague:

We are inviting you to sponsor the North American Intercollegiate Dairy Challenge, an event that helps top collegiate dairy students to develop countless skills – dairy management, teamwork, communication and problem-solving. The 12th national Dairy Challenge will be April 4-6, 2013, in Fort Wayne, Indiana. Regional contests are also held in the Northeast, Southeast, Midwest and Western U.S. Since its start in 2002, over 3500 collegiates have participated in Dairy Challenge.

Starting in 2013, Dairy Challenge will impact even more students with the **Dairy Challenge Academy**. This new Academy will be held with the national contest, and is open to undergraduates from 2-year and 4-year dairy programs. Academy goals are two-fold:

- 1) Offer dairy education and networking opportunity to more students. *In 2013, we expect 150 additional student participants. Our long term objective is to attract 400 students at the Academy.*
- 2) Further engage university and industry professionals in teaching contemporary dairy issues.

During a Dairy Challenge national and regional event, students work as a team to:

- 1) Evaluate a modern dairy through farm visit, record analysis and interviews with owner or manager.
- 2) Identify strengths and opportunities for the dairy.
- 3) Present recommendations to a panel of judges and sponsors.
- 4) Meet with key sponsors about career opportunities and new technologies.

Dairy Challenge Academy participants will follow a similar format with one key exception: their "team" will include sponsors to share expertise and work directly with students to analyze and develop recommendations.

Your support of Dairy Challenge will enhance the training of dairy students. In just over 10 years, this not-for-profit event has enhanced the abilities of young professionals entering the dairy industry – but it cannot exist without the generous support of companies like yours.

As a sponsor, you have much to gain. Benefit from hands-on time with over 400 students from 50 colleges, who aim to be dairy industry professionals, producers and veterinarians. Evaluate their abilities first-hand, to identify top recruits and potential customers. Demonstrate your company's latest innovations. Complete sponsor benefits are listed on the accompanying form, and more program details are at [www.dairychallenge.org](http://www.dairychallenge.org).

The NAIDC has more than 135 sponsoring companies and producers, with 30 as Platinum Sponsors. As you evaluate your contributions for this coming year, please include Dairy Challenge in your plans. For maximum publicity, return the enclosed commitment form by October 15, 2012, before the first regional event.

Sincerely,

Luciene Ribeiro, Functional Proteins  
Chair  
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[Luciene.Ribeiro@functionalproteins.com](mailto:Luciene.Ribeiro@functionalproteins.com)

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Finance Committee Chair  
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# 2012-2013 NAIDC Sponsor Commitment Form

Go to [www.dairychallenge.org](http://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: November 1-3, 2012, Waterville, ME
- \$ \_\_\_\_\_ Southern Regional: November 8-10, 2012, Newberry, SC
- \$ \_\_\_\_\_ Midwest Regional: February 6-8, 2013, Manitowoc, WI
- \$ \_\_\_\_\_ Western Regional: February 28-March 2, 2013, Everett, WA
- \$ \_\_\_\_\_ National Contest/Dairy Challenge Academy: April 4-6, 2013  
Ft. Wayne, IN

\_\_\_\_\_ *Yes, we would like to receive information about other ways to support NAIDC.*

## **Platinum Sponsor - \$5,000 +\***

- Free unlimited Job/Internship Postings on NAIDC's web site
- First opportunity to provide contest officials and Academy Advisors
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- Primary booth space for Innovation Fair at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view the participant presentations
- \* Exclusive opportunities available to sponsors at \$10,000 +

## **Gold Sponsor - \$2,500**

- Two free Job/Internship Postings on NAIDC's web site
- Booth space for Innovation Fair 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 participant presentations

## **Company Name To Be Listed on All Sponsor Recognition:**

**Send Invoice To:** Or, prefer to receive an invoice in: \_\_\_\_\_ December 2012 \_\_\_\_\_ January 2013

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

## **Send Thank You To:**

Name \_\_\_\_\_ Title \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Email \_\_\_\_\_

**Submitted By:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Please return form by February 1, 2013 to:** NAIDC, 3310 Latham Drive, Madison, WI 53713  
PH: 608-224-0400 FX: 608-224-0300 EM: [naidc@wdexpo.com](mailto:naidc@wdexpo.com)