



November 21, 2011

The future of the dairy industry has always relied on the talented young professionals that join our great industry. While we all recognize the dairy industry continues to struggle through an uncertain time, we know the future still holds great promise for the next generation of leaders that choose to play a part in it. Dairy Challenge for several years has played a key role in helping develop and identify tomorrow's next generation of leaders.

The Midwest Dairy Challenge Steering Committee recognizes your company as a leader within the dairy industry and would like to invite you to be a *Sponsor* for the contest. This is an exciting recruiting opportunity where you will have the chance to see some of the Midwest's brightest college students in action. You can focus your recruiting efforts on the best students located right here in the Midwest. Also, you are invited to participate in the trade show held in conjunction with the event where you can meet and mingle with the contest participants and introduce your company to prospective employees. 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 see them perform in real life situations.

The eighth annual Midwest Dairy Challenge will be holding its regional event in St. Joseph, Missouri Tuesday January 31 - Thursday February 2, 2012. We are planning to host more than 60 students from as many as 15 Midwestern universities. The NAIDC is a contest that allows top collegiate students in dairy programs from across North America to compete in a management analysis and recommendation program. The regional event is an opportunity for students from each college or university to compete in a Dairy Challenge that is in a learning environment, interact in team building activities and have the opportunity to listen to various presentations from industry professionals.

The Midwest Regional participating universities from last year's event were:

- Chippewa Valley Technical College
- Iowa State University
- Kansas State University
- Lakeshore Technical College
- Michigan State University
- Northcentral Technical College
- Northeast Iowa Community College
- Ohio State University
- Purdue University
- South Dakota State University
- University of Illinois
- University of Minnesota
- University of Wisconsin – Madison
- University of Wisconsin - Platteville
- University of Wisconsin - River Falls
- University of Wisconsin - Farm & Industry Short Course

The Midwest Dairy Challenge will enable up to 12 five-person aggregate teams from colleges and universities throughout the Midwest to: 1) visit a dairy and evaluate the operation through observation and interviews with the herd owner or manager, 2) work as a team to identify management recommendations for the dairy, and 3) present those recommendations to a panel of judges and your company's representatives.

I am confident that you will find this a rewarding experience as a sponsor. Your support will encourage enhanced training and motivation of dairy students to become better prepared for the future dairy industry. Sponsorship will also 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 potential interns and employees for your

organization. *New this year* is the addition of the Wednesday night Sponsor Dinner and Trivia, where sponsors can reserve a dinner table (reservations based on sponsorship level - see sponsor form) to eat with up to 7 participating students. After dinner, we'll have a trivia night where you and your tablemates will compete against other tables to match wits on trivia. It promises to be an evening of networking and interaction, but in a more relaxed, informal atmosphere.

The contribution levels and benefits are listed on the attached form. Please note that your contribution of \$1000 or more will be acknowledged in *National* and *Regional (Midwest, Northeast, Southern and West)* contest materials and publicity. We hope that you will consider supporting the vision and objectives of this event.

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 sponsors, we are asking that the enclosed commitment form be completed and returned on or before Friday, December 2, 2011. I look forward to your response and participation.

Sincerely,



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2012 Midwest Regional Dairy Challenge

Sponsor Commitment Form

January 31 - February 2, 2012

St. Joseph, Missouri

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

Designated for:

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

For budgetary purposes, please forward an invoice in:

___ December, 2011 ___ January, 2012

___ Yes, we plan to attend the MW Regional event

___ Yes, we want to reserve a Dinner/Trivia table for Wednesday night.

We'll send you more information about the event, including volunteer and tradeshow opportunities in the coming days.

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

Company Name To Be Listed on All Sponsor Recognition: _____

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Submitted By: _____ **Date:** _____

Please return form by December 2, 2011 to:

NAIDC
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Madison, WI 53713
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