

# NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge™ *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 13th national Dairy Challenge will be April 3-5, 2014, in Fort Wayne, Indiana. Regional contests are also held in the Northeast, Southeast, Midwest and Western U.S. Since its start in 2002, nearly 4,000 collegiates have participated in Dairy Challenge.

In 2013, Dairy Challenge established the **Dairy Challenge Academy**, a program that impacts even more students. Our first event had 95 participants. The Academy is 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 2014, we will grow the event to 150 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 follow a similar format with one key exception: their "team" includes 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 a decade, 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 nearly 60 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 40 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 at your earliest convenience, or by February 1, 2014.

Sincerely,

Mike Van Amburgh, Cornell University  
Chair  
(607) 254-4910  
mev1@cornell.edu

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

# 2013-2014 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:

- \_\_\_\_\_ \$10,000+ Platinum Sponsor\*
- \_\_\_\_\_ \$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: October 31- November 2, 2013, Chazy, NY
- \$ \_\_\_\_\_ Southern Regional: November 17-19, 2013, Baton Rouge, LA
- \$ \_\_\_\_\_ Midwest Regional: February 5-7, 2014, Appleton, WI
- \$ \_\_\_\_\_ Western Regional: February 27-March 1, 2014, Tulare, CA
- \$ \_\_\_\_\_ National Contest/Dairy Challenge Academy: April 3-5, 2014, Ft. Wayne, IN

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

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

\_\_\_\_\_

## **One-Star Platinum Sponsor - \$10,000 +\***

- Industry Technology Seminar at Dairy Challenge Academy plus all other Platinum perks below
- \* Exclusive opportunities available to sponsors at \$10,000 +

## **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

## **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

**Send Invoice To:** Or, prefer to receive an invoice in: \_\_\_\_\_ December 2013 \_\_\_\_\_ January 2014

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, 2014 to:**

NAIDC, 3310 Latham Drive, Madison, WI 53713

PH: 608-224-0400 FX: 608-224-0300 EM: [naidc@wdexpo.com](mailto:naidc@wdexpo.com)