



November 23, 2016

The Midwest Dairy Challenge Steering Committee recognizes your company as a leader within the dairy industry and would like to invite you to be part of Dairy Challenge. 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. You are invited to participate as a volunteer during the contest and the trade show held in conjunction with the event allowing you to meet with contest participants and introduce your company to prospective employees. This not-for-profit contest is 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 13th annual Midwest Dairy Challenge will be holding its regional event in Madison, Wisconsin at the University of Wisconsin - Madison on Wednesday, February 8 to Friday, February 10, 2017. We are planning to host more than 100 students from as many as 20 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 Dairy Challenge will enable up to 20+ five-person aggregate teams from colleges or universities 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
- 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. 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 23, 2016. I look forward to your response and participation.

Sincerely,

Todd Kronberg
Finance Co-Chairperson
todd.kronberg@genusplc.com
608-931-4331

2017 Midwest Regional Dairy Challenge
Sponsor Commitment Form
February 8 - 10, 2017
Madison, Wisconsin

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:**

- ___ \$10,000+ Platinum Sponsor*
- ___ \$5,000+ Platinum Sponsor
- ___ \$2,500 Gold Sponsorship
- ___ \$1,000 Silver Sponsorship
- ___ \$ 500 Bronze Sponsorship
- ___ Less than \$500 \$ ___ (specify amount)

Designated for:

- \$ ___ Midwest Regional: Feb 8-10, 2017, Madison, WI
- \$ ___ Northeast Regional: Nov 3-5, 2016, Glen Falls, NY
- \$ ___ Southern Regional: Nov 13-15, 2016, Cordele, GA
- \$ ___ Western Regional: Feb 23- 25, 2017, Idaho
- \$ ___ National Contest/Academy: March 30 - April 1, 2017, Visalia, CA

For budgetary purposes, please forward an invoice in:

___ December 2016 ___ January 2017

- ___ **Yes, we plan to attend the Midwest Regional event**
- ___ **Yes, we want to participate in the sponsor dinner on Thursday**

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

- ___ **Yes, we want to volunteer during the Midwest Regional event**

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 23, 2016 to:

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

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