



Dear NAIDC Sponsor:

The Board of Directors of the North American Intercollegiate Dairy Challenge invites you to join us for our 19th Annual Dairy Challenge and the 8th Annual Dairy Challenge Academy. These events will be held in Green Bay Wisconsin, March 26-28, 2020 at the Hyatt Regency and the attached KI Center and hosted by the Midwest Region Dairy Challenge Committee.

We are building our list of volunteers to help with the event, Thursday, Friday and Saturday. Being involved and working directly with the students gives you a first-hand view of the students in action, plus a large volunteer pool helps the event run smoothly. If you have questions about volunteering your company's time at the event, please communicate with volunteer coordinator Erin Berger at eberger@agsource.com. To volunteer, submit the online Volunteer Registration Form at http://www.dairychallenge.org/national_contest.php by **Monday, March 2**.

For 2020, you'll find many opportunities to work directly with students, including:

- Dairy Challenge Academy: educational program offered to as many as 150 sophomores, juniors and seniors from 4-year dairy programs, as well as undergraduates from community colleges and technical schools. We need as many as 40 professionals from varied backgrounds to serve as Academy Advisors by sharing their knowledge of dairying and guiding groups of students through a dairy analysis.
 - Contest volunteers: help guide students during their farm visit, monitoring workrooms and presentation rooms, etc.
 - Career and Innovation Fair: Opportunity for our sponsors to recruit *and* educate from their booths - explore job opportunities and share latest innovations with students who will either be your future employees or customers.
 - Friday night student/sponsor event at Lambeau Field, home of the Green Bay Packers: reception, dinner, Lambeau tours and student/sponsor mixer. Participating sponsors are invited to host a game station by bringing a tailgate style game (bags, mini golf, etc.). For your convenience, you also have the option to rent a game for the evening. See the registration form for complete details.
- **SCHEDULE:** On our web site you will find a listing of the scheduled events for this year's event. Activities will be held at the KI Convention Center in downtown Green Bay. Please complete the online [Volunteer Registration Form](#) by Monday, March 2 if you are planning to attend and/or send representatives to the event. Please ensure every individual from your organization that is planning to participate completes a registration.
 - **HOTEL ACCOMMODATIONS:** There is a block of rooms available to NAIDC Sponsors and Volunteers at:

Hampton Inn Green Bay Downtown

201 Main Street

Green Bay, WI 54301

PH: (920) 437-5900

NAIDC rate is \$97 plus tax until March 5, 2020 and includes breakfast

https://www.hilton.com/en/hotels/grbhxhx-hampton-green-bay-downtown/?SEO_id=GMB-HP-GRBHXX

Volunteer rooms are \$97 plus tax per night for Thursday, Friday and Saturday nights and includes breakfast. **The block is being held until March 5, 2020** at which time they will be released for general sale. Please contact the hotel no later than March 5 to book a room in the block at the negotiated rate.

Phone reservations: Call Hampton Inn Green Bay Downtown at (920) 437-5900 to make your reservations, identifying yourself as a Sponsor for Dairy Challenge – this is the name on the Sponsor block.

- **REGISTRATION:** Volunteer attendees should submit the [Volunteer Registration Form](#) by March 2; then check in at the Dairy Challenge Central office at the KI Convention Center upon your arrival. You will be given your registration packets and name badges.
- **MEALS:** Meals are a considerable portion of our expense each year. To allow us to use sponsor funds to support our student participants, we are asking each volunteer to contribute toward the cost of their meals during the event. We are asking for a \$10 donation for each lunch (offered Fri and Sat) and \$20 for each dinner (offered Fri and Sat) you plan to attend. If you plan to arrive on Thursday to attend the optional pre-contest tour, both lunch and dinner will be offered. Total would be \$30 per day. You will have the opportunity to pay for your meals when you register using the [Volunteer Registration Form](#). We highly encourage our sponsors and volunteers to eat with the students - this allows interaction and improves the overall student/sponsor experience. We appreciate your help with this!
- **FRIDAY NIGHT STUDENT/SPONSOR TAILGATE AND STADIUM TOUR:** Platinum and Gold Sponsors (donations of \$2,500 or more) are invited to our Friday night Student/Sponsor event being held at historic Lambeau Field. You can't come to Green Bay and not go to Lambeau! This will be a fun and interactive evening that will allow you time to get to know the students as they wind down from a busy day on the host farms and from preparing their presentations. Platinum and Gold Sponsors can also register to attend Saturday's Award Dinner.
- **CAREER & INNOVATION FAIR:** We invite our Platinum and Gold Sponsors (\$2500 and above) to set up a display to not only meet/recruit students, but to also share with our students - your future employees and future customers - information on the latest innovations in your field. This event will be open to the anticipated 300 contest and Academy students. The Career and Innovations Fair is planned for Saturday, March 28, 2020. Set up will be on Friday between 2:00 and 5:00 PM and again on Saturday morning between 6:30 and 8:30 AM; breakdown will be at 5:15 PM Saturday. You will be provided with a 6' covered table with access to electrical outlets. However, you will need to provide your own electrical cords. Wireless internet will be available at no cost. **You must reserve your space by March 2 using the online [Volunteer Registration Form](#).** *We cannot guarantee that a space will be available if you do not request it by the March 2 deadline.*

You may ship your booth/materials to the KI Convention Center. Shipments should arrive no sooner than 4 days before the event and should be addressed as follows:

Hold for <your name, your company>
Exhibitor, North American Intercollegiate Dairy Challenge
March 26-28, 2019
Hyatt Regency
333 Main Street
Green Bay, WI 54301

- **SPONSORSHIP:** If you'd like more information about NAIDC sponsorship, go to <http://www.dairychallenge.org/sponsors.php> or contact Molly Kelley at mollyk@dairychallenge.org

We look forward to meeting you and/or your representatives in Green Bay, WI March 26-28, 2020. Again, thank you for your kind support of this special event.

Sincerely,

Erin Berger
eberger@agsource.com

Volunteer Coordinator

For complete contest information including registration link, latest schedule and travel information, go to http://www.dairychallenge.org/national_contest.php