



November 4, 2019

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 University of Wisconsin-River Falls will host the 16th annual Midwest Dairy Challenge in River Falls, Wisconsin Wednesday, February 12 to Friday, February 14, 2020. We are planning to host up to 120 students from as many as 24 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 24 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 20, 2019. I look forward to your response and participation. You can also donate online at http://www.dairychallenge.org/sponsor_donation.php. If you would like to participate in the 2020 MW Regional, go to the MW Dairy Challenge page at http://www.dairychallenge.org/mw_event.php for complete details and to register.

Sincerely,

Tera Montgomery
Finance Chairperson
montgomeryt@uwplatt.edu
608-342-6027



**2020 Midwest Regional Dairy Challenge
Sponsor Commitment Form
February 12 - 14, 2020
River Falls, Wisconsin**

*We invite you to go to www.dairychallenge.org for complete information about Dairy Challenge!
To pay by credit card, complete online using Donate Now link at http://www.dairychallenge.org/sponsor_donation.php*

___ **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
- \$ _____ Northeast Regional
- \$ _____ Southern Regional
- \$ _____ Western Regional
- \$ _____ National Contest/Academy

For budgetary purposes, please forward an invoice in:

_____ December 2019 _____ January 2020

___ **Yes, we plan to attend the Midwest Regional event**

To register go to http://www.dairychallenge.org/mw_event.php

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

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip Code _____

Telephone _____ Fax _____

Email _____

Submitted By: _____ **Date:** _____

Please return form by December 20, 2019 to the address below.