

NORTH AMERICAN INTERCOLLEGIATE Dairy Challenge

Tomorrow's Dairy Leaders

Dear Colleague:

As you finalize plans for the 2016 tax year, we are inviting you to consider a contribution to the North American Intercollegiate Dairy Challenge. This is a unique opportunity for you to invest in the future of the dairy industry. As you may be aware the NAIDC is a contest that allows top collegiate students in dairy programs from North America to compete in a management analysis and recommendation program.

The NAIDC is looking forward to its 16th national Contest & Academy March 30-April 1, 2017 in Visalia, CA where we will host up to 300 top students from across the nation. The NAIDC also holds regional contests in the Northeast, Southeast, Midwest and Western US that provide experience for more than 450 students regionally:

- Midwest Regional: February 8-10, 2017 in Madison, WI
- Western Regional: February 23-25, 2017 in Twin Falls, ID
- Northeast Regional: October 26-28, 2017 in Auburn, NY
- Southern Regional: November 2017 (tbd) in Live Oak, FL

During a Dairy Challenge event, students work as a team to evaluate a modern dairy through farm visit, record analysis and interviews with owner or manager; identify strengths and opportunities for the dairy; present recommendations to a panel of judges consisting of producers and sponsors; and meet with key sponsors about career opportunities and new technologies.

There are a variety of producer sponsor levels for this event ranging from \$100 to \$1000. As a sponsor of the 2017 North American Intercollegiate Dairy Challenge you will be recognized during our events, can serve as judges and volunteers, and will receive student bio and contact information. This is an opportunity to recruit future members of your operations and team from a select group of Dairy enthusiasts who want to be a part of our exciting industry.

Your support of Dairy Challenge will enhance the abilities of young professionals entering the dairy industry. As a sponsor, you gain hands-on time with hundreds of students from 2- and 4-year colleges across the US and Canada who aim to be dairy industry professionals, producers and veterinarians. Evaluate their abilities first-hand. Be a part of both our regional and national contests. Complete sponsor benefits are listed on the accompanying form and more program details are at www.dairychallenge.org.

Benefits of Producer Sponsorship

- Free unlimited job postings on NAIDC's web site
- Opportunity to provide contest officials and Academy Advisors
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view the participant presentations

The NAIDC has 100+ sponsoring companies and producers. As you evaluate your contributions for this coming year, please include Dairy Challenge in your plans. We would be pleased and honored to list your farm as a sponsor of this innovative event. To become a sponsor for 2017 we ask you to complete the form below. You can also pay by credit card online using our [Donate Now](http://www.dairychallenge.org/sponsor_donation.php) link at http://www.dairychallenge.org/sponsor_donation.php

Sincerely,

Amy te Plate-Church, Look East
Board Chair
PH: (715) 304-7031 EM: Amytc@lookeast.com

Dave Whitlock, Select Sire Power-Select Sires
Finance Committee Chair
PH: (540) 392-5693 EM: dwhitlock@selectsirepower.com

2016-2017 NAIDC Producer Sponsor Commitment Form

Go to www.dairychallenge.org for complete information about Dairy Challenge

To pay by credit card, complete online using [Donate Now](http://www.dairychallenge.org/sponsor_donation.php) link at http://www.dairychallenge.org/sponsor_donation.php

Yes, we will support NAIDC by providing the following contribution:

- _____ \$1000 Diamond Sponsorship
_____ \$ 500 Emerald Sponsorship
_____ Other \$ _____ Friend of Dairy Challenge Sponsorship

Benefits of Producer Sponsorship

- Free unlimited job/internship postings on NAIDC's web site
- Opportunity to provide contest officials and Academy Advisors
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view the participant presentations

As a sponsor your support will be used for each NAIDC event you designate below:

Use our funds as designated below:

- \$ _____ Midwest Regional: Feb 8-10, 2017, Madison, WI
\$ _____ Western Regional: Feb 23-25, 2017, Twin Falls, ID
\$ _____ National Contest/Dairy Challenge Academy: Mar 30-Apr 1, 2017, Visalia, CA
\$ _____ Northeast Regional: Oct 26-28, 2017, Auburn, NY
\$ _____ Southern Regional: Nov 2017 (tbd), Live Oak, FL

_____ Yes, we would like to receive information about other ways to support NAIDC.

Name to Be Listed on All Sponsor Recognition:

Send Invoice To: Or, prefer to receive an invoice in: _____ December 2016 _____ January 2017

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, 2017 to: NAIDC, 3310 Latham Drive, Madison, WI 53713
PH: 608-224-0400 FX: 608-224-0300 EM: naidc@wdexpo.com

For credit card payments, complete form online using [Donate Now](http://www.dairychallenge.org/sponsor_donation.php) link at http://www.dairychallenge.org/sponsor_donation.php