

Dairy NORTH **Challenge** AMERICAN INTERCOLLEGIATE *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 16th national Dairy Challenge will be March 30-April 1, 2017 in Visalia, CA. Regional contests are also planned:

- Northeast Regional: November 3-5, 2016 in Glens Falls, NY
- Southern Regional: November 13-15, 2016 in Cordele, GA
- Midwest Regional: February 8-10, 2017 in Madison, WI
- Western Regional: February 23-25, 2017 in Twin Falls, ID

Since its start in 2002, our Dairy Challenge alumni number more than 5,000. During the past year we have recognized the asset we have in our alumni and have started an initiative to bring them back on board as volunteers.

Thanks to the tremendous support of our sponsors, Dairy Challenge established the **Dairy Challenge Academy** in 2013, a program that impacts even more students. To date we have had over 500 participate in the Academy. The Academy is held with the national contest, and is open to undergraduates from 2-year and 4-year dairy programs. Academy goals are:

- 1) Offer dairy education and networking opportunity to more students.
- 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 who share expertise and work directly with students to analyze and develop recommendations.

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. Identify top recruits and potential customers. Demonstrate your company's latest innovations. 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.

The NAIDC has 100+ sponsoring companies and producers, more than half of which are Platinum Sponsors. As you evaluate your contributions for this coming year, please include Dairy Challenge in your plans. For maximum publicity, donate online at http://www.dairychallenge.org/sponsor_donation.php or return the enclosed commitment form at your earliest convenience, or by February 1, 2017. Also we hope you can visit with us at World Dairy Expo in October.

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 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:

- _____ \$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 you designate below:

Use our funds as designated below:

- \$_____ Northeast Regional: Nov 3-5, 2016, Glens Falls, NY
- \$_____ Southern Regional: Nov 13-15, 2016, Cordele, GA
- \$_____ 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

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

Company 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

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