



Dear Colleague:

As you consider plans for the 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 partner with industry, universities and fellow producers to build a workforce that is well prepared to face the challenges of the dairy industry. As you may be aware the NAIDC is a contest that invites 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 19th national Dairy Challenge Contest and Academy March 26-29, 2020 in Green Bay, Wisconsin, where we will host up to 300 top students from across the US and Canada. The NAIDC also holds regional contests in the Northeast, Southeast, Midwest and Western US that provide experience for more than 450 students regionally:

- Northeast Regional: October 17-19, 2019 in Rochester, NY
- Southern Regional: November 21-23, 2019 in Campbellsville, KY
- Midwest Regional: February 2020 hosted by University of Wisconsin, River Falls
- Western Regional: February 2020 TBD

During a Dairy Challenge event, students work in teams 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 you will be recognized during our events, can serve as a judge or volunteer, and will receive student bio and contact information.

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. Recruit future members of your operation from a select group of dairy enthusiasts who want to be a part of our exciting industry. 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](http://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 2019-2020 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](http://www.dairychallenge.org/sponsor_donation.php)

Sincerely,

Mark McCullough, Phibro Animal Health Corp.

Board Chair

PH: 607-738-2035 EM: [mark.mccullough@pahc.com](mailto:mark.mccullough@pahc.com)

Alex White, Virginia Tech

Finance Committee Chair

PH: 540-230-7264 EM: [axwhite@vt.edu](mailto:axwhite@vt.edu)

# NAIDC Producer Sponsorship Form

Go to [www.dairychallenge.org](http://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](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

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

Use our funds as designated below:

- \$ \_\_\_\_\_ Northeast Region
- \$ \_\_\_\_\_ Southern Region
- \$ \_\_\_\_\_ Midwest Region
- \$ \_\_\_\_\_ Western Region
- \$ \_\_\_\_\_ National Contest/Dairy Challenge Academy

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

## **Benefits of Producer Sponsorship**

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- 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

## **Name to Be Listed on All Sponsor Recognition:**

\_\_\_\_\_

**Send Invoice To:** Or, prefer to receive an invoice in: \_\_\_\_\_ December \_\_\_\_\_ January

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 to:**

NAIDC, 3310 Latham Drive, Madison, WI 53713

PH: 608-224-0400 FX: 608-224-0300 EM: [naidc@wdexpo.com](mailto: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](http://www.dairychallenge.org/sponsor_donation.php)