



September 29, 2023

Dear Valued NAIDC Sponsor,

First and foremost, the North American Intercollegiate Dairy Challenge students and volunteers want to thank you for your sponsorship of this great program. For more than two decades, Dairy Challenge has connected close to 10,000 dairy science students and universities with producers and industry professionals to develop the future leaders of the dairy industry.

I am also writing to update you on the changes in the program to continue to build our partnership with you. This non-profit program expects to reach over 600 dairy science students yearly. Dairy Challenge has added many new features to the contest over the years. Some of the most noteworthy are expanding the Academy and allowing 2-year programs to participate. In 2019, a Dairy Challenge Vet program was added to provide similar development opportunities for veterinary students. Dairy challenge provides a platform to prepare students for procuring future employment, and this quality of training reduces your training efforts to onboard new employees.

With the continued improvements and the rising costs of inflation, the board of directors has made some changes to the sponsorship levels. The sponsorship-level benefits that you have received in the past have also changed. Please review the changes in the chart below. You will also find this information on our website at <https://www.dairychallenge.org/sponsors/>

Dairy Challenge Sponsor Benefits

	1 Star Platinum	Platinum	Gold	Silver	Bronze	Friend of Dairy Challenge
	\$15,000+	\$10,000 - \$14,999	\$5,000 - \$9,999	\$2,500 - \$4,999	\$1,000 - \$2,499	Less than \$1,000
Opportunity to provide Corporate Technology Seminar speaker	National					
Recognition at Events	Regional & National	Regional & National	Regional & National	Regional & National	Sponsored event only	Sponsored event only
Invitation to view participant presentations	✓	✓	✓	✓	✓	
Student resumes & student contact information	✓	✓	✓	✓		
Free job/internship posting on Dairy Challenge website	Unlimited	Unlimited	Two included	One included		
Participation in student recruitment mixers	✓	✓	✓			
Booth space for recruitment trade shows at contests	Premium spot	Premium spot	✓			
Sponsor link on Dairy Challenge website	✓	✓				
Sponsor recognition in National Advertising	✓	✓				
Opportunity to provide contest officials	✓	✓				

The board would like to thank all the sponsors who have already recognized the value of these benefits by increasing their sponsorship for this valuable contest. We hope you will continue to include Dairy Challenge in your plans for the coming year. You can conveniently donate or request an invoice here <https://www.dairychallenge.org/sponsors/donate.php>.

Should you, as a sponsor, have any questions, please don't hesitate to contact me, Cathy Myers, or Molly Kelley at the addresses or phone numbers below.

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Respectfully submitted,



David C. Thorbahn
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