



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. For 25 years, Dairy Challenge has partnered 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 college students in dairy programs from North America to compete in a management analysis and recommendation program.

Each spring NAIDC hosts a national Dairy Challenge Contest and Academy with 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. For a listing of current and upcoming events, we encourage you to visit our web site at www.dairychallenge.org.

During a Dairy Challenge 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.

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. Producers in the Midwest have an additional opportunity to sponsor a student's cost to participate in the Midwest event. For more details about the Midwest Sponsor a Student opportunity, click here:

<https://www.dairychallenge.org/contests/midwest/>

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.

Benefits of Producer Sponsorship

- | | |
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| - 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 |

Did you know many cooperatives and service providers offer matching for charitable donations? Talk with your local representatives about their matching programs.

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, we ask you to complete the form below. You can also pay by credit card online using our [Donate Now](https://www.dairychallenge.org/sponsors/donate.php) link at <https://www.dairychallenge.org/sponsors/donate.php>

Sincerely,

Ted Halbach, University of Wisconsin-Madison
Board Chair

Heather Weeks, Farm Credit East
Finance Committee Chair

Molly Kelley, NAIDC
Executive Director

NAIDC Producer Sponsorship Form

Go to www.dairychallenge.org for complete information about Dairy Challenge
To pay by credit card, complete online using [Donate Now](https://www.dairychallenge.org/sponsors/donate.php) link at <https://www.dairychallenge.org/sponsors/donate.php>

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

- _____ \$1000 Diamond Sponsorship
- _____ \$ 500 Emerald Sponsorship
- _____ Other: \$650 Sponsor a Student in the Midwest Region
- _____ 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.

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 to:

NAIDC, 3310 Latham Drive, Madison, WI 53713
PH: 608-224-0400 EM: mollyk@dairychallenge.org

For credit card payments, complete form online using [Donate Now](https://www.dairychallenge.org/sponsors/donate.php) link at <https://www.dairychallenge.org/sponsors/donate.php>

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