



Dear Colleague:

Since 2002 Dairy Challenge has partnered with industry, producers and universities to build a workforce that is well prepared to face the challenges of the dairy industry. We are inviting you to sponsor the North American Intercollegiate Dairy Challenge to help top collegiate dairy students to develop countless skills – dairy management, teamwork, communication and problem-solving.

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.

Regional and Academy participants follow a similar format with one key exception: their "team" includes sponsors who work directly with students to help them 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 our program. Complete sponsor benefits are listed on the accompanying form and more program details are at [www.dairychallenge.org](http://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 <https://www.dairychallenge.org/sponsors/donate.php> or return the enclosed commitment form at your earliest convenience, or by February 1.

Sincerely,

Kristi Fiedler, Cargill  
Board Chair

Dave Thorbahn, Select Sires  
Finance Committee Chair

# NAIDC Sponsor Commitment 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](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:

- \_\_\_\_\_ \$15,000+ 1 Star Platinum Sponsor\*
- \_\_\_\_\_ \$10,000 Platinum Sponsor
- \_\_\_\_\_ \$5000 Gold Sponsorship
- \_\_\_\_\_ \$2500 Silver Sponsorship
- \_\_\_\_\_ \$1000 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
- \$ \_\_\_\_\_ Southern Regional
- \$ \_\_\_\_\_ Midwest Regional
- \$ \_\_\_\_\_ Western Regional
- \$ \_\_\_\_\_ National Contest/Dairy Challenge Academy

\_\_\_\_\_ 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 \_\_\_\_\_ January

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ Check here to designate this person as our Dairy Challenge contact to receive event invitations and student contact information.

## Send Thank You To:

Name \_\_\_\_\_ Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

\_\_\_\_\_ Check here to designate this person as our Dairy Challenge contact to receive event invitations and student contact information.

Submitted By: \_\_\_\_\_ Date: \_\_\_\_\_

## Please return form by February 1 to:

NAIDC, 3310 Latham Drive, Madison, WI 53713  
PH: 608-224-0400 EM: [info@dairychallenge.org](mailto:info@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>

### 1-Star Platinum Sponsor - \$15,000 +\*

- Industry Technology Seminar at Dairy Challenge Academy plus all other Platinum perks below
- \* Exclusive opportunities available to sponsors at \$15,000 +

### Platinum Sponsor - \$10,000

- 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 resumes & contact information
- Invitation to view the participant presentations

### Gold Sponsor - \$5,000

- 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 resumes & contact information
- Invitation to view the participant presentations

### Silver Sponsor - \$2,500

- One free job/internship posting on NAIDC's web site
- Recognition at national and regional contests
- Student resumes & contact information
- Invitation to view the participant presentations

### Bronze Sponsor - \$1,000

- Recognized at event sponsored
- Recognition at event awards program
- Invitation to view participant presentations