



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.

The benefits of Dairy Challenge reach far beyond our organization:

- Sponsoring companies have single source for finding employees. In fact, many of you have told us that Dairy Challenge is the only recruiting opportunity your company needs, saving you both time and money.
- Sponsoring companies also influence future customers as approximately 50% of all participants become owners of employees of dairies across North America.
- Alumni to the event tell us that Dairy Challenge was one of the best involvements students had in college because of the hands-on, real-life learning they experienced and the network they developed.
- Universities report that having a Dairy Challenge program as part of their offering has boosted their program enrollment.
- Hundreds of producers have received free consulting services as a benefit of hosting an event.

The NAIDC has 100+ sponsoring companies and producers, more than half of which are Platinum and above sponsors. As you evaluate your contributions for this coming year, please include Dairy Challenge in your plans. Complete sponsor benefits are listed on the accompanying form and more program details are at www.dairychallenge.org. 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 March 15.

Sincerely,

Alex White, Virginia Tech
Board Chair

Megan Mouw, Elanco
Finance Committee Chair

Molly Kelley
Executive Director

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](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+ 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 to:

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

One-Star Platinum Sponsor - \$15,000 +*
- Industry Technology Seminar at Dairy Challenge Academy
plus all other Platinum perks below
* Exclusive opportunities available to sponsors at \$10,000 +

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 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 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 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

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>