



November 21, 2014

The future of the dairy industry has always relied on the talented young professionals that join our great industry. We know the future holds great promise for the next generation of leaders that choose to play a part in it. Dairy Challenge for several years has played a key role in helping develop and identify tomorrow's next generation of professionals.

The Midwest Dairy Challenge Steering Committee recognizes your company as a leader within the dairy industry and would like to invite you to be a *Sponsor* for the contest. This is an exciting recruiting opportunity where you will have the chance to see some of the Midwest's brightest college students in action. You can focus your recruiting efforts on the best students located right here in the Midwest. Also, you are invited to participate as a volunteer during the contest, and in the trade show held in conjunction with the event where you can meet and mingle with the contest participants and introduce your company to prospective employees. This not-for-profit contest was organized by industry enthusiasts with a goal to improve, and encourage, the development of future dairy industry leaders at the college level and to allow industry personnel see them perform in real life situations.

**The 11th annual Midwest Dairy Challenge will be holding its regional event in Sioux City, Iowa at Dordt College on Wednesday, February 11 – Friday, February 13, 2015.** We are planning to host more than 80 students from as many as 20 Midwestern universities. The NAIDC is a contest that allows top collegiate students in dairy programs from across North America to compete in a management analysis and recommendation program. The regional event is an opportunity for students from each college or university to compete in a Dairy Challenge that is in a learning environment, interact in team building activities and have the opportunity to listen to various presentations from industry professionals.

The Midwest Regional participating universities from the past are:

- Chippewa Valley Technical College
- Dordt College
- Fox Valley Technical College
- Iowa State University
- Kansas State University
- Lakeshore Technical College
- Michigan State University
- Northeast Iowa Community College
- Northwest Missouri State
- Ohio State University
- Purdue University
- South Dakota State University
- Southwest Wisconsin Technical College
- University of Illinois
- University of Minnesota
- University of Missouri
- University of Wisconsin – Madison
- University of Wisconsin - Platteville
- University of Wisconsin - River Falls
- UW-Madison - Farm & Industry Short Course

The Midwest Dairy Challenge will enable up to 16 five-person aggregate teams from colleges and universities throughout the Midwest to: 1) visit a dairy and evaluate the operation through observation and interviews with the herd owner or manager, 2) work as a team to identify management recommendations for the dairy, and 3) present those recommendations to a panel of judges and your company's representatives.

I am confident that you will find this a rewarding experience as a sponsor. Your support will encourage enhanced training and motivation of dairy students to become better prepared for the future dairy industry. Sponsorship will also allow you to evaluate first-hand the ability of the dairy industry's best students from across the country, giving you an excellent opportunity to identify potential interns and employees for your organization.

The contribution levels and benefits are listed on the attached form. Please note that your contribution of \$1000 or more will be acknowledged in *National* and *Regional (Midwest, Northeast, Southern and West)* contest materials and publicity. We hope that you will consider supporting the vision and objectives of this event.

On behalf of the planning committee, I can say that we would be pleased and honored to list your company as a sponsor of this innovative event. To ensure that we can provide maximum publicity for sponsors, we are asking that the enclosed commitment form be completed and returned on or before Friday, December 12, 2014. I look forward to your response and participation.

Sincerely,

Todd Kronberg  
Midwest Regional NAIDC  
Finance Co-Chairperson  
[todd.kronberg@genusplc.com](mailto:todd.kronberg@genusplc.com)  
608-931-4331

Elizabeth French  
Midwest Regional NAIDC  
Finance Co-Chairperson  
[lizzy.french@delaval.com](mailto:lizzy.french@delaval.com)  
608-852-3143

**2014 Midwest Regional Dairy Challenge**  
**Sponsor Commitment Form**  
**February 4 - February 6, 2015**  
**Sioux City, Iowa**

*We invite you to go to [www.dairychallenge.org](http://www.dairychallenge.org) for complete information about Dairy Challenge!*

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

- \$10,000+ Platinum Sponsor\*
- \$5,000+ Platinum Sponsor
- \$2,500 Gold Sponsorship
- \$1,000 Silver Sponsorship
- \$ 500 Bronze Sponsorship

**Designated for:**

- \$ \_\_\_\_\_ Midwest Regional: Feb 11-13, 2015, Sioux City, IA
- \$ \_\_\_\_\_ Northeast Regional: Nov 13 – Nov 15, 2014, Harrisburg, PA
- \$ \_\_\_\_\_ Southern Regional: Nov 16-18, 2014, Baton Rouge, LA
- \$ \_\_\_\_\_ Western Regional: Feb 26 – Feb 28, 2015, Tulare, CA
- \$ \_\_\_\_\_ National Contest and Dairy Challenge Academy: April 9-11, 2015  
Syracuse, NY

**For budgetary purposes, please forward an invoice in:**

\_\_\_\_\_ December, 2014    \_\_\_\_\_ January, 2015

- Yes, we plan to attend the MW Regional event**
- Yes, we want to participate in the sponsor dinner on Thursday**  
*We'll send you more information about the event, including tradeshow opportunities in the coming days.*
- Yes, we want to volunteer during the MW Regional event**

**Company Name To Be Listed on All Sponsor Recognition:** \_\_\_\_\_

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_  
Telephone \_\_\_\_\_ Fax \_\_\_\_\_  
Email \_\_\_\_\_

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

**Please return form by December 10, 2013 to:**

NAIDC  
3310 Latham Drive  
Madison, WI 53713  
PH: 608-224-0400    FX: 608-224-0300    EM: [naidc@wexpo.com](mailto:naidc@wexpo.com)

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

**Platinum Sponsor - \$5,000 +\***  
- 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 - \$2,500**  
- 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 - \$1,000**  
- 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 - \$500**  
- Recognized at event sponsored  
- Recognition at event awards program  
- Invitation to view participant presentations