SPONSORSHIP LEVELS AND BENEFITS

The choice is yours, take your pick:

◊ Become a level sponsor by choosing a package below (Diamond, Platinum, Gold, Silver or Bronze)
   *Choose a combination of conference and year-round sponsorships to achieve a sponsorship level*

**DIAMOND**
Annual spending totaling $15,000 or more

◊ Year-round recognition on the DCHA website with company contact information and logo linked to your homepage
◊ Recognition (listing) in DCHA’s Heifer Notes, published by *Hoard’s Dairyman*
◊ Complimentary full-page advertisement in conference Resource Guide ($1,000 value)
◊ Recognition at annual conference by listing in all printed materials, on conference signage and signage at trade show booth
◊ Complimentary 10’x20’ conference trade show booth ($2,000 value)
◊ Three complimentary conference registrations ($1,200 value)

**GOLD**
Annual spending totaling $7,500 or more

◊ Year-round recognition on the DCHA website with company contact information and logo linked to your homepage
◊ Recognition (listing) in DCHA’s Heifer Notes, published by *Hoard’s Dairyman*
◊ Complimentary half-page advertisement in conference Resource Guide ($600 value)
◊ Recognition at annual conference by listing in all printed materials, on conference signage and signage at trade show booth
◊ Complimentary one month display ad on DCHA website ($500 value)
◊ One complimentary conference registrations ($400 value)

**PLATINUM**
Annual spending totaling $10,000 or more

◊ Year-round recognition on the DCHA website with company contact information and logo linked to your homepage
◊ Recognition (listing) in DCHA’s Heifer Notes, published by *Hoard’s Dairyman*
◊ Complimentary full-page advertisement in conference Resource Guide ($1,000 value)
◊ Recognition at annual conference by listing in all printed materials, on conference signage and signage at trade show booth
◊ Complimentary 10’x10’ conference trade show booth ($1,000 value)
◊ Two complimentary conference registrations ($800 value)

**SILVER**
Annual spending totaling $3,000 or more

◊ Year-round recognition on the DCHA website with company contact information and logo linked to your homepage
◊ Recognition (listing) in DCHA’s Heifer Notes, published by *Hoard’s Dairyman*
◊ Complimentary half-page advertisement in conference Resource Guide ($600 value)
◊ Recognition at annual conference by listing in all printed materials, on conference signage and signage at trade show booth
◊ Complimentary one month display ad on DCHA website ($500 value)

**BRONZE**
Annual spending totaling $1,000 or more

◊ Year-round recognition on the DCHA website with company contact information and logo linked to your homepage
◊ Recognition (listing) in DCHA’s Heifer Notes, published by *Hoard’s Dairyman*
◊ Recognition at annual conference by listing in all printed materials, on conference signage and signage at trade show booth

Secure your sponsorship by
Email sue@calfandheifer.org
Call 855-400-DCHA
2020 Conference
Sponsorships

FARM TOUR BUS SPONSORSHIP* (TWO AVAILABLE) $2,000-EACH
Get the opportunity to address each bus of attendees. Includes company logo on the side of the buses and opportunity to play short video on the buses.

FARM TOUR WELCOME SPONSORSHIP* $2,000
As attendees come off the bus, you will welcome them to the farm and introduce the producer host. Includes on-farm signage.

FARM TOUR SPONSORSHIP* $1,000
This sponsorship includes signage at the farm and recognition in the Resource Guide and website.

FARM TOUR ON-FARM DEMONSTRATION SPONSORSHIP* $2,000
Provide an educational product demo on the farm for attendees to see. This will be incorporated into one of the tour stations. *Topic to be determined with approval by DCHA conference committee and farm tour host.

FARM TOUR LUNCH AND NETWORKING SPONSORSHIP* $2,000
Provide literature and/or sticker to be placed on box lunches given to farm tour attendees. Includes signage and verbal recognition.

PRE-CONFERENCE SEMINAR SPONSORSHIP* (TWO AVAILABLE) $5,000-EACH
This sponsorship is open to organizations that wish to propose, supply and sponsor a topic/speaker. Submit your proposal by the deadline of November 1, 2019. DCHA conference committee co-chairs will select the seminars from all submissions. Each seminar will be 1 hour in length, offered in the afternoon on Tuesday, April 7, 2020. Includes promotion in Resource Guide, website, pre-conference materials and signage. For more information and to submit your proposal, go to: http://bit.ly/DCHA2020precon

OPENING RECEPTION* $5,000
Includes mention in the welcome introduction of the entertainment, signage, Resource Guide and website recognition. Sponsor may provide branded bar accessories including: cocktail napkins, coasters and stir sticks. Your logo displayed at the bar area. You may choose a specialty drink to feature naming rights. Includes drink special signage with logo.

KEYNOTE ADDRESS-MATT RUSH* (www.mattrush.com) $3,500
Welcome attendees to the keynote presentation. This sponsorship includes a signage opportunity to display two branded banner-ups in the entrance of the ballroom for Wednesday morning, recognition in the Resource Guide, website and greeting.

BREAKOUT SESSIONS (EACH) $3,000
Includes opportunity to introduce the speaker for all repeating breakout sessions, signage, recognition in Resource Guide and website.

Matt Rush-Social media relations
Chris Chase-Innate immunity
Sarah Adcock-Pain control while dehorning
John Ellis-Immunity through vaccinations
Gavin Staley-Heifer development
Michael Steele-Nutrition
Group housing panel

Dairy/beef topics-Thursday
## GENERAL SESSIONS $3,500-EACH
Includes signage, display two branded banner-ups in the entrance of the ballroom for the afternoon, recognition in the Resource Guide and website.

Emily Yeiser Stepp-FARM program/Gold Standards
Don Hoglund-Calf handling

## WEDNESDAY EVENING RECEIPTION $3,000
Includes signage near food stations with logo and an opportunity to welcome attendees at the door.

## POST-CONFERENCE SESSION* $3,500
Includes opportunity to introduce speaker, display two branded banner-ups at the demonstration, recognition in the Resource Guide and website.

## BREAKFAST IN THE TRADE SHOW $2,000 EACH
Includes signage, opportunity to provide branded materials on tables, recognition in the Resource Guide, website and morning conference greeting.

- Wednesday
- Thursday

## LUNCH IN THE TRADE SHOW $2,500 EACH
Engage with all attendees after closing out morning sessions. Includes signage, opportunity to provide branded materials on tables, recognition in the Resource Guide, website.

- Wednesday
- Thursday

## BREAK $500 EACH
Includes signage with logo and opportunity for distributing branded items.

- Tuesday PM
- Wednesday AM
- Wednesday PM
- Thursday AM

## REGISTRATION DESK* $3,500
Opportunity to wrap registration area and provide promotional materials.

## HOTEL CHECK-IN* $3,500
Circulate your company logo and materials to all conference attendees staying at the Sheraton Madison Hotel. Your welcome item will be given to attendees immediately at the check-in desk.

## LANYARDS* $1,000
All conference attendees will receive your branded lanyard with their name badge at check-in.

## BAGS* $1,000
Give conference attendees your branded bag to carry their conference materials.

## PENS* $1,000
Attendees will have the opportunity to use your branded pen while at the conference. Staff will use them for the duration of the conference.

## HAND OUTS* $500
Set your marketing material on a designated table near the registration area for conference attendees to take with them.
2020 Conference Sponsorships

RESTROOM AUDIO*
All attendees will hear your message as it plays in the conference area restrooms. $1,000

ENTRANCE DOOR CLINGS*
Attendees will not miss your brand placed front and center when they enter the conference area at registration. Twelve double doors to wrap. $5,000

MOBILE APP
Provide the opportunity for everyone to use the tool we are so accustomed to having for any event. Includes company logo on all promotional materials related to the mobile app, recognition in the Resource Guide and website. $5,000

WI-FI
Everyone will be typing your company name in for the password for our Wi-Fi connection! Includes recognition in the Resource Guide and website. $5,000

CHARGING LOUNGE
Keep attendees charged up while providing a comfortable break area near the session rooms. Includes your branding on station and signage in the lounge. $5,000

PREMIUM BOOTH SPACE (9 BOOTHS AVAILABLE) $1,500 MEMBER/$2,500 NONMEMBER
Premium 10 x 10 booths will be placed in the hallway between the session rooms and trade show hall. Attendees will be walking by your premium booth to get to sessions and meals.

WHERE ARE YOU FROM? WELCOME MAP*
Sponsor some fun! Add your logo to the world map placed in the registration area. Watch how the calf and heifer world grows as attendees place pins on their hometown. $5,000

EVENT CENTER ENTRYWAY BANNER*
Welcome attendees to the trade show and dining center with a large, impactful banner that covers the top of the entrance. $2,500

CONFERENCE RESOURCE GUIDE ADVERTISING $1,000 FULL PAGE/$600 HALF PAGE
Gain exposure to all conference attendees, speakers and exhibitors by advertising in the full color Resource Guide, which includes event information, conference maps, full agenda, exhibitor and sponsor list, tour summaries and session proceedings. Also placed on the website when the conference has concluded.

2020 General Sponsorships

SPONSORED E-NEWSLETTERS (12 AVAILABLE) $1,500-EACH
One custom, fully sponsored e-news to DCHA members and industry representatives. All content to be provided by sponsor and edited at the discretion of DCHA staff. *Months available on a first-come, first-served basis.

WEBSITE BANNER AD $500-EACH
Banner advertisements are available on the home and Gold Standards pages for DCHA partners. Ads are available on a first-come, first-served basis and run for the entire month.

Calf Care Stories (12 Available) $1,500-EACH
Connect with the extensive DCHA social media network by providing a Calf Care Story. Sponsor will provide a 60- to 90-second video promoting calf and heifer managers, exceptional practices of our industry leaders or calf care handling technique performed by a professional of the field. Share a positive message about the industry, including a product mention that will reach potential customers and consumers.
2020 General Sponsorships

HEIFER NOTES* (4 AVAILABLE) $3,000-EACH
Provide an educational article about raising quality dairy calves and heifers to be inserted in our special insert in Hoard’s Dairyman. This is our association newsletter and reaches the DCHA membership plus the 53,000+ subscribers to Hoard’s Dairyman.

WEBINARS* (12 AVAILABLE) $3,000-EACH
Engage with people throughout the industry by providing them education on a current topic relevant to raising quality dairy calves and heifers. This includes your professional presenting the topic for 45 minutes and a 15 minute question and answer segment. Sponsorship includes 30 minute power point slides promoting your company prior to webinar, DCHA Facebook page, email, DCHA website and news release promotion.

Calf Chats *(12 AVAILABLE) $3,000-EACH
Our version of a Facebook live segment, engage with our 23,000+ followers! Sponsor provides industry experts to educate about a current dairy calf and heifer topic.

Demonstrate commitment and leadership in calf and heifer management to align with your marketing and sales goals. Your sponsorship will support the Dairy Calf and Heifer Association - the only organization of its kind. The 2020 sponsorship opportunities have options available for every budget to provide you with visibility and access to the audience you want to reach.

Sponsorships available on a first-come, first-served basis.

*The sponsor is responsible for providing all materials (e.g. banner, door cling, audio message.)

Founded in 1996, the Dairy Calf and Heifer Association is the only national organization focused on producers and managers raising dairy calves and replacement heifers. DCHA’s focus is to provide the platform to share the best practices, peer learning, networking and unbiased industry expertise. We will continue to collaborate, grow and evolve to meet the rising needs of the dairy industry.