

# YOUTH



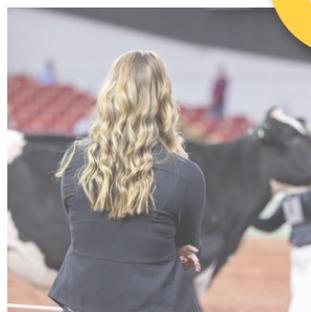
**CAREER CONNECTIONS**  
\$1,000

Engage with students and young professionals, digitally and in-person, seeking new employment opportunities in dairy.



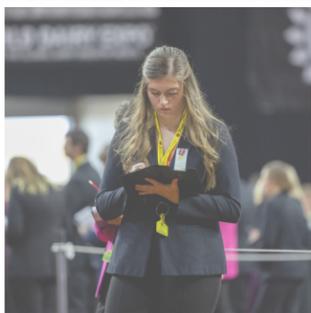
**WDE SCHOOL TOURS**  
\$250 - \$3,000

Help Expo host more than 1,500 fourth grade students and chaperones as they learn about the dairy industry from the experts.



**JUDGING CONTESTS**  
\$250 - \$1,200

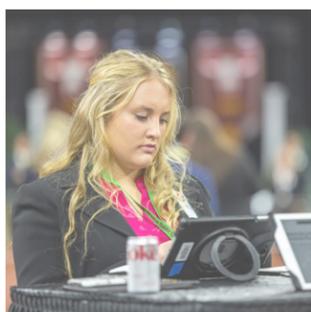
From specific awards to general sponsorship, these opportunities support hundreds of youth competing in national contests.



**JUDGING CONTEST LANYARDS**  
\$500

Worn by contestants throughout the day of competition, this is an easy way to support the next generation of leaders.

Not seeing the option you're looking for or wanting to offer stronger support of youth programs? Contact [us](#) to discuss opportunities that fit your goals!



**TABLET SPONSOR**  
\$5,000

Provide the tablets used by every participant in the National and International Youth Dairy Cattle Judging Contests hosted at Expo.



**JUNIOR SHOW SUPPORT**  
\$500 - \$5,000

Show your support for the seven Junior Dairy Cattle Shows held during WDE. All funds go directly to programming for these youth.



**SHOWMANSHIP CONTEST**  
\$125 - \$5,000

Support keepsake awards or cash prizes sought after by nearly 400 youth participants.



**JUNIOR HOLSTEIN PREMIUMS**  
\$6,400

Every cent goes directly to the exhibitors in the International Junior Holstein Show, the only stand-alone junior show at WDE.

# DAIRY CATTLE SHOW SUPPORT



**\$3,000**

**CATTLE EXHIBITOR HATS**

Place your logo on Expo hats given to all dairy cattle exhibitors.

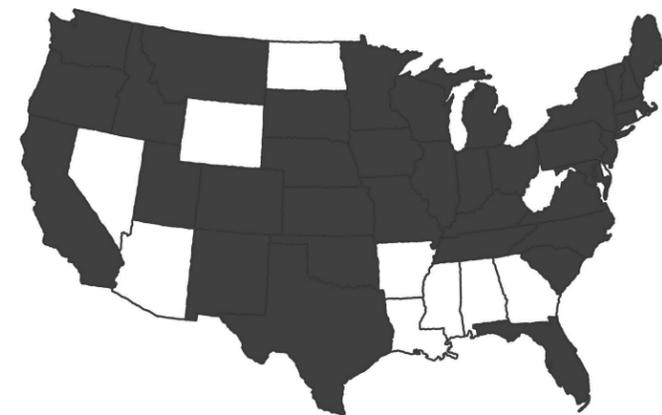
**2023 DAIRY CATTLE EXHIBITORS: 1,804**

36 U.S. States  
5 Canadian Provinces

**\$2,000**

**DAIRY CATTLE EXHIBITOR WELCOME BAGS**

Be the brand that welcomes dairy cattle exhibitors to one of the best-known dairy cattle shows in the world and better yet, serve as a reminder of the memories made during this year's event as the exhibitors use the bags in future endeavors.



**\$1,000**

**DAIRY CATTLE SHOW BOX DROP**

Deliver samples or product information to cattle exhibitors one time through the New Holland Pavilions and Cattle Tent during Expo week! This is a perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products..

**SOLD**

**DAIRY CATTLE CHECK-IN APPAREL**

Place your logo on the windbreaker jackets worn by dairy cattle check-in volunteers and be seen by dairy cattle exhibitors as they arrive on grounds!



**\$5,000 OPPORTUNITIES**

**SHOWRING MUSIC**

One of Expo's trademarks is the sound of the Showring. As a sponsor, you will receive a listing in the Premium Book, Cattle Logs, and several announcements made during all breed shows.

**SHOWRING BANNERS**

Be at the center of all the excitement in the Showring with five of your 3-foot x 8-foot banners around the Coliseum. Not only is this a highly visible signage opportunity during Expo, these banners are often in the background of Showring photos. Sponsorship includes your logo and a listing as a Showring sponsor in all Cattle Logs.

**COLISEUM UPPER SEATING EXIT SIGNAGE**

Provide a final visual touch point for attendees and exhibitors as they exit the Coliseum bowl or enjoy the action on the colored shavings.

# DAIRY CATTLE SHOW AWARDS

## AWARDS FOR ALL BREEDS

**\$3,500 OPTIONS**

Junior Champion Heifer Cash Awards

**SOLD**

**\$1,750 OPTIONS**

Production Awards  
Junior Show Junior Champion Heifer Cash Awards

**\$525 OPTIONS**

International Type & Production Awards

**SOLD**

**\$350 OPTIONS**

Junior Show Champion Rosettes

**\$300 OPTIONS**

Ted Krueger Premier Sire Awards  
Premier Breeder of the Heifer Show Banners  
Premier Exhibitor of the Heifer Show Banners

## PARADE OF CHAMPION MOMENTS

**\$2,000 OPTIONS**

Supreme Champion Cash Award

**SOLD**

**\$1,500 OPTIONS**

Supreme Champion of the Junior Show Cash Award

**SOLD**

**\$1,000 OPTIONS**

Junior Show Grand Champion Sashes

**\$750 OPTIONS**

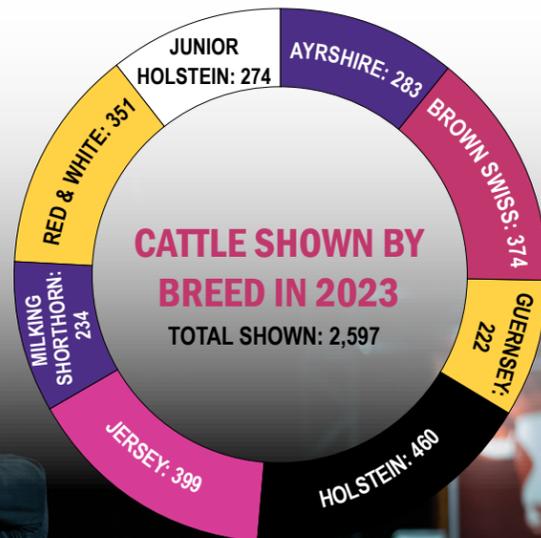
Junior Champion Sashes

**SOLD**

**\$500 OPTIONS**

Reserve Supreme Champion of the Junior Show Royal Blanket

**ASK ABOUT SPECIAL OPPORTUNITIES TO SUPPORT THE JUNIOR SHOW!**



# DAIRY CATTLE SHOW BREED SPONSORSHIP

Our NEW Dairy Cattle Show breed sponsorship program gives you recognition during the breed show of your choice - or all eight of them! Just determine which breed show you'd like to support, choose your sponsorship level (see diagram below for details on each level) and let us know what you're interested in by reaching out to [jdobbs@wexpo.com](mailto:jdobbs@wexpo.com) to secure your sponsorship.

	Breed Bronze Sponsor	Breed Silver Sponsor	Breed Gold Sponsor	ALL Breed Platinum Sponsor
Contribution Amount	<\$500	\$500 - \$999	\$1,000 - \$4,999	\$5,000+
Announcer Recognition during sponsored Breed show	★	★	★	★
Recognition on digital signage carousel in Pavilions	Name Recognition	Logo Recognition	Logo Recognition	Logo Recognition
Recognition in Cattle Log and premium book	Name Recognition	Name Recognition	Logo Recognition	Logo Recognition
Logo recognition on ExpoTV			★	★
Ten (10) Complimentary Expo Daily Passes (\$200 value)				★
Complimentary Show Box Drop (\$1,000 value)				★

