

World Dairy Expo

2017 Virtual Farm Tours Application for Sponsorship

Virtual Farm Tours:

Times: Noon and 2 p.m.
Dates: Tuesday, Wednesday, Thursday, Friday and Saturday
Location: Mendota 1
Length: Maximum of 1 hour for each tour, including question & answer time
Format: Should include short sponsor introduction of featured producer(s), visual tour via video or PowerPoint and question & answer time

Sponsorship Benefits:

- Logo and name in Official Program, Daily Schedule, World Dairy Expo Website, *Expo Daily Edition* Newspaper and News Releases
- Signage at the door
- Company representative introduces tour and is co-host along with the producer
- Right to include sponsor's logo in visual production
- VFTs will be recorded and rebroadcast from WDE's website
 - Podcast will include sponsor's logo and link
 - Sponsor will have access to post the VFT on their own site

Sponsorship Requirements:

- Submit the attached application to World Dairy Expo indicating the farm you would like to present as a virtual tour. Farms can be located anywhere in the world. You may submit as many applications as you wish, but each must be filled out completely.
- Produce a ½ hour virtual tour of the farm. Either a video or PowerPoint format is acceptable. While there may be a focus about this farm (ie: environmental management), multiple aspects of the operation should be illustrated (ie: feeding, milking, quality controls, herd health, profitability, herd genetics, facilities, calf raising, etc.).
- Handle travel arrangements and expenses for the producer to attend World Dairy Expo and 'host' the virtual tour. The producer must be present to host their tour and answer questions. Note: If the producer has a date/time preference for their tour, please indicate this when you submit the application form.
- Sponsorship fee of \$1000.

Timeline:

March 20 Applications due to World Dairy Expo. Selections will be made based on multiple criteria, including the need to present a wide variety of operations for attendees. *Note:* Applications from past sponsors who are also contracted exhibitors will receive priority in the review process.

April 1 Sponsors notified of selections and time slots.

April 17 Farm photo and sponsor logo due to World Dairy Expo.

World Dairy Expo
2017 Virtual Farm Tour Application for Sponsorship

Sponsoring Company: _____ *Company Contact:* _____

Sponsoring Company Address: _____

Sponsor phone: _____ *Fax:* _____ *Email:* _____

Farm's Main Contact Person: _____

Farm Name: _____

Address: _____

Phone Number: _____ Fax Number: _____

Email address: _____

Breed/s of Cattle _____

Milking & Housing System:

Number of milkings per day, and when _____

Pipeline _____ or Parlor _____

Parlor type/style/size _____

Stanchion barn _____ Tie stall barn _____ Free stall barn _____

Barn size/number of stalls/bedding _____

Number of Employees

Full Time _____ Part Time _____

Farm History _____

Awards/Honors/Accomplishments _____

Community Involvement _____

Manure System & Storage _____

Environmental Accomplishments and Considerations _____

Feeding System Used _____

Storage System for Feed _____

Young Stock Facilities _____

Total Number of Livestock _____ Number of Milking Cows _____

Rolling Herd Average _____ SCC _____

Fat lbs. _____ Fat % _____ Protein lbs. _____ Protein % _____

Percentage of Herd that is Registered _____ Embryo Flushing Done at Farm? _____

Merchandising or Exporting Done? _____ Which Countries? _____

Notable Sires Used _____

Notable Cows/Families _____

Number of Acres Operated & Crops Grown _____

Other Family Members/Partners in Operation _____

Social Media Use _____

Other Information _____

Signature of *Sponsoring Company Contact* to verify that producer has agreed to host a 2017 Virtual Tour in person at World Dairy Expo _____

Please attach a short paragraph explaining why this operation is a good tour candidate – “the cream of the crop” (ie: facilities, special enterprises, biosecurity policies/practices, milk quality, training programs, staffing programs, genetics, profitability, management goals, etc.).

Due March 20, 2017 to fax: 608-224-0300 or to email: lmatzke@wdexpo.com