

YOUTH



\$1,000

CAREER CONNECTIONS

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

\$250 - \$3,000

WDE SCHOOL TOURS

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

\$250 - \$1,200

DAIRY CATTLE JUDGING CONTESTS

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

\$500

DAIRY CATTLE JUDGING CONTEST LANYARDS

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

\$125 - \$1,500

YOUTH SHOWMANSHIP CONTEST

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

\$500

FFA T-SHIRTS

Co-brand commemorative t-shirts given to FFA members attending Expo on Tuesday for Central National FFA contests and events.

\$5,000

TABLET SPONSOR

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

\$500 - \$5,000

JUNIOR SHOW SPONSORSHIP

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

\$6,400

JUNIOR HOLSTEIN SHOW PREMIUMS

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



\$2,500

CATTLE EXHIBITOR HATS **SOLD**

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

\$1,500

DAIRY CATTLE EXHIBITOR WELCOME BAGS **SOLD**

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

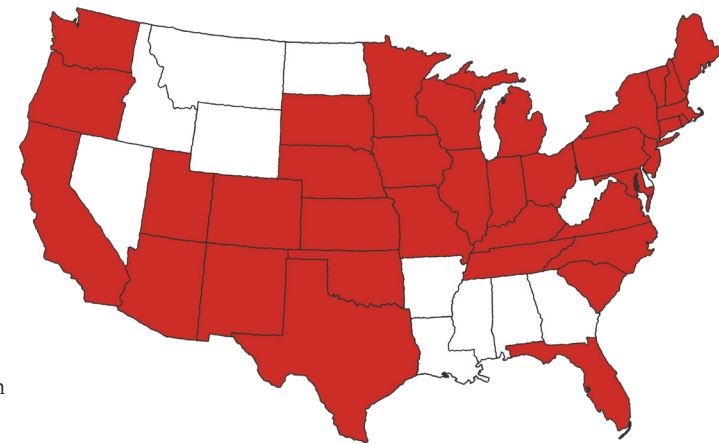
Deliver samples or product information to cattle exhibitors one time through the New Holland Pavilions and Cattle Tent during Expo week! This is a perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products..

DAIRY CATTLE CHECK-IN APPAREL **SOLD**

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!

2022 DAIRY CATTLE EXHIBITORS: 1,871

36 U.S. States
5 Canadian Provinces



\$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 **SOLD**

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.

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!

DAIRY CATTLE SHOW AWARDS

AWARDS FOR ALL BREEDS

\$1,750 OPTIONS

Production Awards **SOLD**
 Junior Show Junior Champion Heifer Cash Awards **SOLD**

\$525 OPTIONS

International Type & Production Awards **SOLD**

\$350 OPTIONS

Junior Show Champion Rosettes **SOLD**

\$300 OPTIONS

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

PARADE OF CHAMPION MOMENTS

\$1,000 OPTIONS

Junior Show Grand Champion Sashes **SOLD**

\$750 OPTIONS

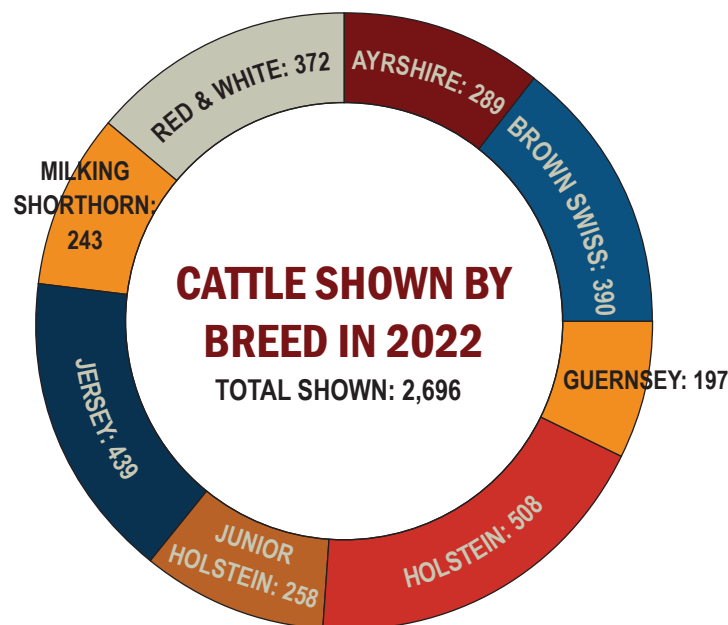
Junior Champion Sashes **SOLD**

\$500 OPTIONS

Reserve Supreme Champion of the Junior Show Royal Blanket **SOLD**

CHAMPION AWARDS

JUNIOR = \$75 OPEN = \$100	Ayrshire		Brown Swiss		Guernsey		Holstein		Jersey		Milking Shorthorn		Red & White	
	Junior	Open	Junior	Open	Junior	Open	Junior	Open	Junior	Open	Junior	Open	Junior	Open
Junior Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Reserve Junior Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Intermediate Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Reserve Intermediate Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Senior Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Reserve Senior Champion	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Grand Champion														
Reserve Grand Champion														
Bred & Owned														



ASK ABOUT SPECIAL OPPORTUNITIES TO SUPPORT THE JUNIOR SHOW!

DAIRY CATTLE SHOW CLASS AWARDS

Sponsorship includes Premium Book and Cattle Log listings, as well as a Showring announcement and the opportunity to present your sponsored award. Neckribbons & Medallions vary from \$1,000-\$3,000, depending on the breed.

JUNIOR = \$50 OPEN = \$75 B & O = \$75	Ayrshire		Brown Swiss			Guernsey		Holstein			Jersey		Milking Shorthorn		Red & White	
	Junior	Open	Junior	Open	B & O	Junior	Open	Junior	Open	B & O	Junior	Open	Junior	Open	Junior	Open
Spring Heifer Calf	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Winter Heifer Calf	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Fall Heifer Calf	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Summer Yearling Heifer	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Spring Yearling Heifer	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Winter Yearling Heifer	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT	SOLD OUT
Fall Yearling Heifer																
Junior Best Three Females																
Yearling Heifer in Milk																
Summer Junior Two-Year-Old Cow																
Junior Two-Year-Old Cow																
Senior Two-Year-Old Cow																
Junior Three-Year-Old Cow																
Senior Three-Year-Old Cow																
Four-Year-Old Cow																
Five-Year-Old Cow																
Six-Year-Old & Over/Aged Cow																
Lifetime Production/Component Cow																
Total Performance Winner																
Dairy/Exhibitor's Herd																
Senior Best Three Females																
Produce of Dam																
Dam & Daughter																
Best Uddered Cow																
Neckribbons & Medallions (all classes)																