



## WORLD DAIRY EXPO®

### 2019 Virtual Farm Tours Application for Sponsorship

#### Virtual Farm Tours:

- Times: Noon and 2 p.m.  
Dates: October 1-5, 2019 (*\*Only one virtual farm tour is presented at noon on Saturday, October 5.*)  
Location: Mendota 1  
Length: Maximum of 1 hour for each tour (30-40 minute farm presentation plus 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
- Ability to include sponsor's logo in visual production
- VFTs will be recorded and rebroadcast from WDE's website
  - Rebroadcast will include sponsor's logo and link
  - Sponsor will have access to post the VFT link 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 30-40 minute virtual tour of the farm. Video footage is preferred. However, PowerPoint format (majority photos) is acceptable. While there may be a focus about this farm (ie: environmental management), multiple aspects of the operation should be illustrated (ie: nutrition and 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 8 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.
- March 22 Sponsors notified of selections and time slots.
- April 5 Farm photo and sponsor logo due to World Dairy Expo.



# WORLD DAIRY EXPO®

## 2019 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 \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_



# WORLD DAIRY EXPO<sup>®</sup>

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 or IVF Done at Farm? \_\_\_\_\_

Merchandising or Exporting Done? \_\_\_\_\_ Which Countries? \_\_\_\_\_



# WORLD DAIRY EXPO®

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 2019 Virtual Farm 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 8, 2019 to fax: 608-224-0300 or to email: [lherschleb@wdexpo.com](mailto:lherschleb@wdexpo.com)