



WORLD DAIRY EXPO®

Where the global dairy industry meets.

2021 Virtual Farm Tour Application

World Dairy Expo Virtual Farm Tours have brought the best dairy operations in North America to Madison for more than 15 years. Eight dairies are featured each year that excel in a variety of farm aspects including genetics, technology, community engagement, environmental stewardship, cow comfort and multi-generations, while also representing a wide variety of sizes, locations and breeds. Virtual Farm Tours are presented daily during World Dairy Expo in Mendota Room 1 of the Exhibition Hall, and are led by the farm's owner or manager with time for questions and an open discussion to follow.

Sponsorship Benefits:

Logo and listing in: Expo's Official Schedule, website, mobile app, Official Program, published by *Dairy Herd Management*, and *Expo Daily Edition*, published by *Dairy Star*

Listing included in WDE news release announcing tour hosts.

Company name listed on digital signage outside room and logo on sponsor banner at the front of the room

Opportunity for a company representative to introduce tour hosts

Right to include sponsor's logo in visual production

Virtual Farm Tours will be streamed live on ExpoTV and recorded for later posting on WDE's website and YouTube channel

Sponsor will receive digital links for sharing and a complete recording for their own use

Sponsorship Requirements:

Submit the attached application to World Dairy Expo indicating the farm you would like to nominate. 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 with the producer. Video footage is preferred, however, PowerPoint format (majority photos) is acceptable. While there may be a focus about the 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 \$1,000.

Virtual Farm Tour Application

Sponsoring Company: _____

Contact Person: _____

Email: _____ Phone: _____

Sponsoring Company Address: _____

Farm Information

Farm Name: _____

Farm Address: _____

Contact Person: _____

Email: _____ Phone: _____

Family Members/Partners in Operation: _____

Number of Employees: _____ Full-Time: _____ Part-Time: _____

Total Number of Livestock: _____ Number of Cows in Milking Herd: _____

Breed(s) of Cattle: _____

Rolling Herd Average: _____ SCC: _____

Fat Pounds: _____ Fat %: _____ Protein Pounds: _____ Protein %: _____

Percentage of Herd that is Registered: _____ Embryo/IVF Work Done at Farm? _____

Merchandising or Exporting Done? _____ Which Countries? _____

Please attach responses detailing the following farm aspects:

Signature of *Sponsoring Company Contact*: _____

Signature verifies that the producer has agreed to host a 2021 Virtual Tour in person at World Dairy Expo

Application is due March 6, 2021 to Mikayla DeBoer by email: mdeboer@wdexpo.com