Dairy Cattle Show Support

Dairy Cattle Exhibitor Picnic
COST: $8,500
Here’s your opportunity to welcome the dairy cattle exhibitors to World Dairy Expo. Sponsorship includes naming rights and the ability to customize the event where your company representatives have the opportunity to serve as hosts, complete with signage and the ability to distribute promotional materials to exhibitors. You have the opportunity to welcome exhibitors as they arrive on grounds with signage at cattle check-in, and have the ability to personally deliver invitations to exhibitors on Sunday ahead of the picnic. Additionally, the sponsor receives listings in the Premium Book and Cattle Logs.

Dairy Cattle Show Box Drop
COST: $750
The Show Box Drop sponsorship allows you to deliver samples, product information or products to cattle exhibitors one time through the New Holland Pavilions and Dairy Cattle Tent on Sunday, Monday or Tuesday of Expo week. This is your perfect opportunity to visit face-to-face with the best dairy cattle exhibitors in the world about your products.

Dairy Cattle Exhibitor Welcome Bag Insert
COST: $500
Get your product information directly in the hands of World Dairy Expo’s Dairy Cattle Exhibitors! With this sponsorship, you have the ability to place a pre-approved insert into custom bags for distribution to all cattle exhibitors.

Cattle Arrival Signage
COST: $1,500
Be the first to welcome WDE’s dairy cattle exhibitors. Sponsorship includes signage along Fairgrounds Drive as trailers approach the Arena Building for check-in, signage on the Arena Building doors and inside the Arena Building from Thursday to Sunday, pre-show.

Showring Banners
COST: $5,000
Be at the center of all the excitement in the Showring with five of your 3’ x 8’ 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 logo and a listing as a Showring sponsor in all breed Cattle Logs.

Showring Music
COST: $5,000
One of the Expo trademarks is the sound of the Showring. As sponsor, you will receive a listing in the Premium Book, Cattle Logs and several announcements made during all seven breed shows.
Dairy Cattle Show Support

Pavilion 1 Mezzanine Banner
COST: $3,000
Make your message the focal point as attendees exit the east doors of Pavilion 1. Sponsorship includes the placement of your banner on the mezzanine railing facing into Pavilion 1.

Pavilion Animal Search & Information Kiosk
COST: $2,500 each
Lend a guiding hand to our attendees as they make their way through the New Holland Pavilions in search of their favorite animals and dairy cattle exhibitors. Attendees may search for animals and exhibitors on your branded kiosk.

Coliseum Upper Seating Exit Signage
COST: $5,000
Your brand will be visible to attendees as they watch the Dairy Cattle Show. Sponsorship includes placement of your custom banners over the headers to the upper exits, visible from the Showring.

Sale Pavilion Naming Rights
COST: $5,000
This opportunity includes naming rights on the large tent located just west of the Coliseum, adjacent to The Tanbark, Expo’s official bar and grill. The Sale Pavilion is home to all dairy cattle protein breed sales, in addition to the Dairy Cattle Exhibitor Appreciation Picnic, WDE Youth Fitting Contest and the Central National FFA Dairy Cattle Judging and Showmanship competitions. Your company will be recognized on all maps, including those on the website. You have the opportunity to hang four custom banners on the interior of the tent.
**Dairy Cattle Show Awards**

**PRODUCTION AWARDS: $1,750**
Production Awards will be awarded to Senior Two-year-olds through Aged or Breed Production classes. In total, 55 Production Awards will be awarded. Sponsorship includes the sponsor’s name printed on the award, along with Premium Book and Cattle Log listings, as well as Showring announcements.

**PREMIER EXHIBITOR OF THE HEIFER SHOW (ALL BREEDS): $300**
Sponsorship includes Premium Book and Cattle Log listings, as well as a name listing on the award and Showring announcements.

**PREMIER SIRE OF THE HEIFER SHOW (ALL BREEDS): $300**
Sponsorship includes Premium Book and Cattle Log listings, as well as a name listing on the award and Showring announcements.

**RESERVE CHAMPION ROSETTES FOR THE OPEN SHOW (ALL BREEDS): $750**
Sponsorship includes Premium Book and Cattle Log listings, as well as a name listing on the award and Showring announcements.

**JUNIOR SHOW INTERMEDIATE & RESERVE INTERMEDIATE CHAMPION BANNERS (ALL BREEDS): $850**
Sponsorship includes Premium Book and Cattle Log listings, as well as a name listing on the award and Showring announcements.

**AYRSHIRE BREED: $1,000**
**BROWN SWISS BREED: $2,000**
**GUERNSEY BREED: $1,000**
**JERSEY BREED: $2,000**
**MILKING SHORTHORN BREED: $1,000**
These special keepsakes are awarded to the top placing animals in each class. As the sponsor of the neck ribbons and medallions, your logo will be on each of these special awards. Sponsorship includes Premium Book and Cattle Log listings, in addition to Showring Announcements.

**Neck Ribbons & Medallions**
Dairy Cattle Show Awards

Sponsorship includes Premium Book and Cattle Log listings, as well as a Showring announcement.

**Ayrshire Breed**
- Reserve Junior Champion Female - $100
- Yearling Heifer in Milk - $75
- Junior 2-Year-Old - $75
- Reserve Grand Champion Female of the Junior Show - $75

**Brown Swiss Breed**
- Bred & Owned Winter Heifer Calf - $75
- Fall Heifer Calf, Junior Award - $50
- Summer Yearling Heifer - $75
- Bred & Owned Summer Yearling Heifer - $75
- Winter Yearling Heifer, Junior Award - $50
- Yearling Heifer in Milk - $75
- Senior 2-Year-Old, Junior Show - $50
- Senior 3-Year-Old - $75
- Eugene Nelson Intermediate Champion Award - $100
- Aged Cow, 6-Year-Old & Older, Junior Show - $50
- Bred & Owned Component Merit Cow - $75
- Component Merit Cow, Junior Show - $50
- Reserve Senior Champion Female, Junior Show - $75

**Guernsey Breed**
- Spring Heifer Calf, Junior Show - $50
- Fall Heifer Calf - $75
- Fall Heifer Calf, Junior Show - $50
- Summer Yearling Heifer, Junior Show - $50
- Spring Yearling Heifer, Junior Show - $50
- Fall Yearling Heifer - $75
- Fall Yearling Heifer, Junior Show - $50
- Reserve Junior Champion Female - $100
- Junior Best Three - $75
- Yearling Heifer in Milk, Junior Show - $50
- Junior 2-Year-Old, Junior Show - $50
- Senior 2-Year-Old, Junior Show - $50
- Senior 3-Year-Old - $75
- Intermediate Champion Female, Junior Show - $75
- 5-Year-Old - $75
- 5-Year-Old, Junior Show - $50
- Total Performance Class - $75
- Best Bred & Owned, Junior Show - $75
- James Crowley, Sr. Senior Champion Female Award - $100
- Best Uddered Cow - $75
- Best Three Females - $75
- Exhibitor’s Herd - $75
- Produce of Dam - $75
**Dairy Cattle Show Awards**

Sponsorship includes Premium Book and Cattle Log listings, as well as a Showring announcement.

**Holstein Breed**
- Bred & Owned Fall Yearling Heifer - $75
- Fall Yearling Heifer, Junior Show - $50
- Bred & Owned Summer Junior 2-Year-Old - $75
- Junior 2-Year-Old - $75
- Bred & Owned Junior 3-Year-Old - $75
- 150,000-Pound Cow - $75

**Jersey Breed**
- Spring Heifer Calf, Junior Show - $50
- Winter Heifer Calf, Junior Show - $50
- Spring Yearling Heifer - $75
- Winter Yearling Heifer - $75
- Winter Yearling Heifer, Junior Show - $50
- Junior Best Three Females - $75
- Yearling Heifer in Milk - $75
- Yearling Heifer in Milk, Junior Show - $50
- Summer Junior 2-Year-Old, Junior Show - $50
- Junior 3-Year-Old, Junior Show - $50
- Senior 3-Year-Old, Junior Show - $50
- Reserve Intermediate Champion, Junior Show - $75
- Exhibitor’s Herd - $75
- Produce of Dam - $75
- Senior Champion Female, Junior Show - $75
- Reserve Senior Champion Female, Junior Show - $75
- Reserve Grand Champion Female, Junior Show - $75

**Red & White Breed**
- Spring Heifer Calf - $75
- Spring Heifer Calf, Junior Show - $50
- Fall Heifer Calf, Junior Show - $50
- Summer Yearling Heifer, Junior Show - $50
- Spring Yearling Heifer, Junior Show - $50
- Junior Champion Female, Junior Show - $75
- Reserve Junior Champion Female, Junior Show - $75
- Reserve Junior Champion Female - $100
- Reserve Junior Champion Female, Junior Show - $75
- Reserve Intermediate Champion Female, Junior Show - $75
- Eugene Nelson Intermediate Champion - $100
- Reserve Intermediate Champion - $100
- 4-Year-Old, Junior Show - $50
- 125,000-Pound Cow - $75
- Produce of Dam - $75
World Dairy Expo annually hosts more than 1,500 fourth grade students and chaperones in the Dane County area for an interactive guided tour. Kids see beautiful dairy cattle, learning about the different breeds and how they are judged in the Showring. Students will see the milking parlor equipment and hear of the processes that the industry uses to ensure a high quality, nutritious food product. Animal nutrition, health care and comfort are discussed during the tour of the grounds where they view agriculture equipment and feed samples. Sponsorship includes a listing in the School Tour information packet sent to teachers pre-show, your company name on signage in the School Tour headquarters tent at the show and your company name and mailing address will be provided to each participating school after Expo, so they’re able to recognize your sponsorship.

**International Junior Holstein Show Premiums**

**COST: $6,400**

Every cent goes directly to the junior exhibitors. Plus, there’s added value, including a complimentary full-page ad in all Cattle Logs, a news release recognizing your company’s support, recognition in the Jr. Holstein Cattle Log and Showring announcements.

**Junior Show Shirts**

**COST: $500**

Show your support of World Dairy Expo’s junior dairy cattle show exhibitors by sponsoring the Junior Show Shirts, worn by junior exhibitors in the Showring. Each youth exhibitor receives a complimentary shirt that lists your company or farm name alongside other sponsors on the back.

**National Youth Contests**

Support hundreds of students competing in the National 4-H, Intercollegiate and International Post-Secondary Judging Contests!

Sponsorship includes online contest brochure listings and an introduction during the banquet.

- **TITLE SPONSOR - $10,000**
- **PLATINUM SPONSOR - $5,000**
- **GOLD SPONSOR - $1,000**
- **SILVER SPONSOR- $500**
- **BRONZE SPONSOR- $250**

**4-H, Intercollegiate and Post-Secondary Contests Welcome Dinner**

**COST: $1,000**

Sponsorship includes the opportunity to provide flyers for distribution at the dinner, be recognized on signage at the dinner and in the welcome announcement.

**FFA Selfie Station T-Shirts**

**COST: $500**

World Dairy Expo is host to hundreds of FFA students on Tuesday as they compete in contests and explore Expo. T-shirts with your logo will be provided to students upon completion of taking a selfie at each of the Selfie Stations at World Dairy Expo.
National Youth Contests Tablet Sponsor

COST: $10,000
This opportunity provides the tablets that every contest participant uses to enter their placings after each class. As sponsor, your artwork will be on the lock screen of each tablet, which will be viewed multiple times by each contestant as they work through the event. Sponsorship includes recognition in all contest materials and press releases, signage at each meal function, rights to distribute literature to all contest participants, invitations to attend the awards banquet to greet participants and give a brief welcome.

Youth

Youth Fitting Contest
Expo’s Youth Fitting Contest hosts participants from around the world. Show your support through sponsorship of this incredible event.
- Senior Fitting Contest, Female Division 1st-5th place cash award ($50 each) - $250
- Intermediate Fitting Contest, Female Division 1st-5th Place Neck Ribbons & Medallions - $50

Junior Show Sponsorships
GOLD SPONSOR: $5,000
SILVER SPONSOR: $2,500
BRONZE SPONSOR: $1,000
Show your support for the seven Junior Dairy Cattle Shows held during World Dairy Expo. Sponsorship includes listings in the Premium Book and Cattle Logs, as well as your name on the shirts worn by each Junior Exhibitor in the Showring. All funds from this sponsorship go directly to programming for these junior exhibitors.

Youth Showmanship Contest
The 2019 Youth Showmanship contest saw nearly 400 youth participants. Show your support for this impactful youth contest through sponsorship.
- Senior 6th-10th Place Cash Awards - $125
- Intermediate 6th-10th Place Cash Awards - $125
- Junior 6th-10th Place Cash Awards - $125

Youth Fitting Contest
Expo’s Youth Fitting Contest hosts participants from around the world. Show your support through sponsorship of this incredible event.
- Senior Fitting Contest, Female Division 1st-5th place cash award ($50 each) - $250
- Intermediate Fitting Contest, Female Division 1st-5th Place Neck Ribbons & Medallions - $50

National Youth Contests
Support hundreds of students competing in the National 4-H, Intercollegiate and International Post-Secondary Judging Contests! Sponsorship includes online contest brochure listings and an introduction during the banquet.
- Gold Sponsor - $1,000
- Silver Sponsor - $500
- Bronze Sponsor - $250

National 4-H Contest
- 3rd-5th Place Teams Overall - Pen Sets (15) - $150

Intercollegiate Contest
- Top Team Overall - Individual Awards (5 Plaques) - $500

Post-Secondary Contest
- Sunday Evening Team Social - $500
- Top 5 Individuals Overall - Jackets - $750
**ExpoTV Broadcast CoSponsorship**

**COST: $10,000**

ExpoTV brings WDE to life around the world! Livestreaming Showring action of the Dairy Cattle Show on three channels alongside educational components such as the Expo Seminars, Virtual Farm Tours and Dairy Forage Seminars on Expo360, ExpoTV is your opportunity to reach an attentive global audience. Viewable on the four-sided LED screen in the Showring along with more than twenty additional screens throughout the show grounds, ExpoTV also feeds live to WDE’s website during the show, making it the ESPN of the dairy cattle world. In 2019, there was a total of 386,836 views from 79 countries and 45 states throughout the year. During the five days of the show, ExpoTV saw 160,249 views from 45 states and 60 countries with a total of 2,114,766 minutes of live viewing.

**At World Dairy Expo in Madison:**
- Your 30-second video advertisement will be shown on all ExpoTV screens and the online broadcast each day of World Dairy Expo
- Your text crawl in rotation with other sponsors (text crawl is constant on all on-site screens)
- Your color logo in rotation with the other sponsors on the northwest wall LED screen in the Showring in the Coliseum

**During World Dairy Expo, beyond the grounds:**
- Recognition in all eight editions of the Cattle Logs
- Your color logo alongside the big screens in the main hall of the Exhibition Hall (two), Trade Center (two) and Arena Building (one)
- Recognition in the Official Program magazine (along with your color logo promoting your Four Star Sponsorship)
- Impact: At World Dairy Expo, all 62,000+ attendees will see your logo at least once, many will see your ad and logo multiple times and some will see your ad and logo dozens of times

**After the show:**
- ExpoTV YouTube videos are viewed throughout the year.
- Your logo will remain on the ExpoTV page of the website and on the video player
- Please check out Expo’s YouTube Channel to see the total number of post-show views. Please note that this total includes views from the Expo website, where viewers watch via ExpoTV video player featuring your logo and from YouTube
- Impact: Dairy enthusiasts want to experience Expo all year, bringing them back to the Expo website to watch the show again and again. As a result, ExpoTV attracts thousands who want to watch one class video or multiples throughout the year.
Free Promotional Ideas

World Dairy Expo offers many promotional tools to help you showcase your company’s participation in the 2020 show. These materials are available at no charge to our exhibitors and will be distributed on a first-come, first-serve basis. World Dairy Expo reserves the right to limit quantities. Submit the order form today!

**Web Banners**
Promote your participation at Expo by including an Expo web banner and link on your company’s website. The Expo website features all of the information your customers need to plan their trip to Madison.

**WDE Post Cards**
World Dairy Expo postcards are available to you, our exhibitors and sponsors, free of charge. Order your post cards to invite your customers and potential customers to the show!

**Theme Posters**
An annual favorite, get your 2020 Instrumental to the Industry posters while they last! Size is 18” x 24”. Mini posters are also available. Size is 8.5”x11”.

**Theme Artwork**
Do you want to use the 2020 World Dairy Expo theme graphics to promote your participation in the show? As an exhibitor, we encourage you to use these images in advertising or on your website. Download them from the Media File titled 2020 WDE Theme Art on the Expo website.

**Official Schedules**
The Official Schedule contains the entire 2020 World Dairy Expo schedule and is a handy reference for your customers when they are planning their trip to Expo. The Official Schedule will be available after July 1.

**Preferred Customer Ticket Program**
Make a lasting impression with your current or prospective customers – offer them a free ticket to World Dairy Expo! You can design your own ticket and distribute as many as you wish. The tickets will be accepted for admission/parking when presented at any gate on the grounds. You only pay for those tickets redeemed at the gate. These tickets are available to you at a substantial discount, based on the number of tickets redeemed. Your artwork must be approved by World Dairy Expo by August 1 to take part in this program. Check out the info sheet online for details!
World Dairy Expo has become a world-renowned event thanks to the generous and consistent support of our sponsors. Listed below are five levels of sponsorship recognition available at World Dairy Expo. Sponsors earn a Star Sponsor level based on their total sponsor dollars invested each year. For example, five unique sponsorships that total $5,000 earn you a spot on the Three Star Sponsor list; or, sponsorship of ExpoTV at $10,000 will make you a Four Star Sponsor. Contact Crystal Ripp at 608-224-6455 or cripp@wdexpo.com to discuss the possibilities and find out more about how World Dairy Expo sponsorship can benefit your company and how you can make a positive impact.

<table>
<thead>
<tr>
<th>Sponsor Benefits</th>
<th>Five Star</th>
<th>Four Star</th>
<th>Three Star</th>
<th>Two Star</th>
<th>One Star</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner for display in booth or office/farm</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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</tr>
<tr>
<td>Listing in the Official Schedule, distributed before and at the show</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Listing in the Expo Daily Edition newspaper, published by Dairy Star</td>
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<tr>
<td>Product Description listing on Expo’s website</td>
<td>✓</td>
<td>✓</td>
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<tr>
<td>Logo on Expo’s online interactive maps</td>
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<tr>
<td>Name mention on WDE’s on-grounds Audio Billboards</td>
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<tr>
<td>Name on the ExpoTV Live Showring Broadcast</td>
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<td>✓</td>
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<tr>
<td>Daily live announcer recognition in the Showring</td>
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<tr>
<td>Logo on WDE’s directional signs</td>
<td>✓</td>
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<tr>
<td>Logo on WDE’s ExpoTV Live Showring Broadcast</td>
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<td>Logo on the home page of the WDE website</td>
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<td>Recognition in the Official Program published by Dairy Herd Management</td>
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<td>Listing on the Star Sponsor page of the WDE website</td>
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</table>

Sponsorships are available on a first-to-commit basis. Sponsors have the right of first renewal in subsequent years.