

World Dairy Expo

2020 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 (30-40-minute farm presentation plus question & answer time)
Format: Should include short sponsor introduction of Virtual Farm Tour host, visual tour via video or PowerPoint and question & answer time

Sponsorship Benefits:

- Logo and listing in Expo's Official Program, published by *Dairy Herd Management*, WDE Daily Schedule, World Dairy Expo website and mobile app and *Expo Daily Edition*, published by *Dairy Star*. Listing included in WDE news release announcing tour hosts.
- Company name listed on digital signage outside rooms plus company logo on sponsor banner at the front of the room.
- Company representative introduces tour host.
- 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.

Timeline:

- March 6 Applications due to World Dairy Expo. Selections will be made based on multiple criteria, including the goal of presenting a wide variety of operations. *Note:* Applications from past sponsors who are also contracted exhibitors will receive priority in the review process.
- March 20 Sponsors notified of selections and time slots.
- April 3 Farm photo and sponsor logo due to World Dairy Expo.

**World Dairy Expo
2020 Virtual Farm Tour Application for Sponsorship**

Sponsoring Company: _____ *Company Contact:* _____

Sponsoring Company Address: _____

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

Farm Name: _____

Farm's Main Contact Person: _____

Address: _____

Phone Number: _____ Fax Number: _____

Email address: _____

Family Members/Partners in Operation _____

Farm History _____

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

Milking System:

Type/style/size of milking facility _____

Milkings: 2x _____ 3x _____ Robot _____ Other _____

Description of Housing Facilities (barn sizes and types, bedding, construction timeline, unique features, etc.)

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

Merchandising or Exporting Done? _____ Which Countries? _____

Breeding Program Goals and Procedures _____

Heifer Management _____

Number of Acres Operated & Crops Grown _____

Environmental Efforts _____

Community Involvement _____

Awards/Honors/Accomplishments _____

Other Information: Why is your company nominating this dairy to host a WDE Virtual Farm Tour?

Signature of *Sponsoring Company Contact* to verify that producer has agreed to host a 2020 Virtual Tour in person at World Dairy Expo _____

An optional short paragraph addressing any other operational information that further explains why this operation is a good tour candidate may be attached.

Due March 6, 2020 to Laura Herschleb by email: lherschleb@wdexpo.com.