



WESTERNUNITEDDAIRIES

January 24th, 2020

Dear WUD Dairy Family Supporter:

The last five years, WUD has continually been changing to match the needs of our dairy families and their communities. This has been true of the annual events we host to benefit our organization's activities which support our members. Last year, we ventured into new territory by joining with the California Cattlemen's Association (CCA) to co-host our conventions in Reno. By combining the conventions, we were able to provide more value to our members and our sponsors through enhanced opportunities to visit with more dairy and beef families at the same time. This year, we are offering **more ways to find value** in your annual business sponsorship through better member experiences that happen more frequently.

WUD will be focusing our main member attraction on the same event and will be working hard to enhance the experience for all our attendees. This exciting event will be **December 2-4th, 2020** in Reno, NV. We will be providing a much broader set of tools and resources to our members, along with many more opportunities to socialize and unwind with one of the biggest trade shows in the Western United States.

To replace our classic spring convention but still provide our supporters with more farmer face-time, WUD is welcoming our supporters to our **newly scheduled kitchen table meetings**, which will be held throughout the state quarterly. Kitchen table meetings are casual opportunities for farmers to discuss current dairy issues and great opportunities for value-added engagement on issues dairy farmers care the most about. Light presentations are welcome, but the focus is about allowing dairy farmers to ask questions and be engaged participants. Our new quarterly schedule for kitchen table meetings will allow for our supporters to plan their attendance and maximize their business opportunities on different turf. Quarterly 1 meetings will be held in March and the full schedule will be available for review in February.

Most immediately, WUD is hosting a **big member and sponsor party** during the World Ag Expo on Wednesday, February 12th, at Vejar's Restaurant, that we invite you to attend. This event is the highpoint of WUD's total participation at the World Ag Expo, where we are hosting a booth featuring free legal advice, multiple dairy economic and environmental sessions, capped off with lots of opportunities for our dairy farmers to sign up for Lecheros Unidos de California -a labor program WUD is providing for our members.

We are writing to ask for your continued support of our organization as we continue to adapt our game to reflect that of the industry. This packet includes information on ways you can get involved.

The deadline for Business Sponsorship is February 28, 2020*

If you would like to speak with me directly, please email anja@wudairies.com

Thank you for your consideration,

CEO, Western United Dairies

**This date will ensure your logo and printed materials are present for all kitchen table meetings and other WUD events, which will begin in March, 2020. Later sponsorships are always welcome!*

2020 WUD Supporter Options

Business Sponsorship Level - \$5,000

Annual sponsorship which allows the supporter to participate in the largest dairy and cattle-focused convention in California and full access to all WUD's kitchen table meetings:

- Four (4) Convention passes to attend **ALL** convention events (**\$1,200 value**)
- All meals included; details to follow when Convention approaches (**\$1,000 value**)
- Includes two rooms for two nights during convention (**\$400 value**)
- Includes a booth; more details to follow close to Convention (**\$600 value**)
- Your company's logo on all printed convention materials and signage for the convention
 - Your company's logo will also be advertised year-round on WUD publications (priceless!)
- Your logo on signage at WUD's booth during World Ag Expo in Tulare (Booths: 6606-6608)
- Four (4) tickets to WUD's Dairy Industry Celebration at Vejar's on February 12
- A link to your company's website will be available on the WUD website year-round
- Two social media "shoutouts" on WUD's social media platforms
- 4 half page space in the Western United Dairies weekly update (can be a company logo, advertisement, business profile, article, etc). (**\$400 value**)
- Participation and recognition in WUD's kitchen table meetings, which will happen between 12 and 15 times a year at different locations throughout the state. Kitchen table meetings are open forum discussion events where current issues are highlighted. It's a casual setting where dairy producers' interests are at the center, while providing a venue for networking. Quarterly 1 meetings will be held in March and the full schedule will be available for review in February
- Access to the member portal on WUD's website. The WUD portal houses critical environmental, labor and economic information as well as WUD's newsletter (**\$300 value**)
- Access to WUD Staff & Services. Industry Business Members will receive *the same* exclusive access to the WUD staff as our dairy members. If you have questions about labor, federal or state policy, pricing and/or environmental issues, you can contact one of our top-notch staff members for assistance

Convention Sponsorship Level - \$2,500

This supporting level focuses your support only on the convention.

- Two (2) Convention passes to attend **ALL** convention events (**\$600 value**)
- All meals included (**\$500 value**)
- Includes a booth; more details to follow close to Convention (**\$600 value**)
- 4 quarter page space in the Western United Dairies weekly update (can be a company logo, advertisement, business profile, article, etc) (**\$300 value**)
- Your company's logo on all printed convention materials and signage for the convention
 - Your company's logo will also be advertised year-round on WUD publications (priceless!)

Agency Supporter - \$1,000

This is only applicable to the convention and is for Non-Profits, Non-Governmental Organizations, and Educational Institutions. Must be able to verify status upon request.

- One (1) Convention pass to all convention events (**\$300 value**)
 - Meals costs are SEPARATE and A LA CARTE (options available in Fall 2020)
 - Includes a booth; more details to follow close to Convention (**\$600 value**)
 - Your company's logo printed on convention materials and signage

Exhibitor Sponsorship - \$600

This is only applicable to the convention.

- Includes a booth; more details to follow close to Convention (**\$600 value**)
- Your company's logo printed on convention materials and signage
 - Meals and Registration are SEPARATE and A LA CARTE (options available in Fall 2020)

2020 Sponsorship Registration Form

Company Name: _____

Contact Name: _____

Email Address: _____

Address: _____

Phone Number: _____

Please check the box next to the sponsorship level you chose:

<input checked="" type="checkbox"/>	Level	Cost	Booth at Convention	Logo on all WUD publications	Access to WUD staff and Services	Membership Portal Access	Business Member Logo on Website year-round	Kitchen Table Meetings Access/ Participation
<input type="checkbox"/>	Business Sponsor	\$5,000	✓	✓	✓	✓	✓	✓
<input type="checkbox"/>	Convention Sponsor	\$2,500	✓	Convention pubs only				
<input type="checkbox"/>	Agency Supporter	\$1,000	✓	Convention pubs only				
<input type="checkbox"/>	Exhibitor	\$600	✓	Convention pubs only				

- Convention Sponsors will *only* be advertised on the winter convention pamphlets.
- Prime booth locations are given to Business sponsors first then booth locations are first come, first serve.

Please mark this box if you want to have a booth at Convention

Signature: _____ Date: _____

Please complete application and send payment to **Western United Dairies**
1315 K Street
Modesto, CA 95354

Please email Norma at norma@wudairies.com if you prefer that we invoice you for payment.

If you would like to inquire about any of the options listed above, please contact Norma Castillo at norma@wudairies.com or the WUD office at (209) 527-6453.