



WESTERNUNITEDDAIRIES

April 22nd, 2020

Dear WUD Dairy Family Supporter:

This year has been filled with some of the most unprecedented challenges our global dairy community has ever faced. And as the market continues to contract with the on-going shelter in place orders to contain the spread of COVID-19, WUD has made some extensive internal modifications to our events and forward-facing communication plans.

Considering the Governor's indication that no mass gatherings should occur for the remainder of 2020, we have decided not to host a convention this year. We have also had to cancel our kitchen table meetings and replaced them with other communication options. We hope to be able to reinstate these later in the year but are cautious about making this commitment to our members and sponsors.

In order to continue our communications to our members, WUD is now providing a weekly podcast; Seen and Herd, Industry Updates for the Modern Dairy Family. The podcast can be found on Spotify, Anchor, and Apple. The podcast covers current dairy affairs in Sacramento and Washington D.C., economic and environmental updates.

A PODCAST BY
WESTERNUNITEDDAIRIES



Seen & Herd
Industry Updates for the Modern Dairy Family

In addition to our weekly update, which over 700 dairy families receive weekly, we are modifying our sponsorship opportunities to include segments in our podcast. We are writing to ask for your continued support of our organization as we continue to change our programming to reflect the status of the industry. This packet includes information on ways you can get involved.

If you would like to maximize your sponsorship opportunities with the new podcast, please reply by May 15th, 2020.

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

Thank you for your consideration,

CEO, Western United Dairies

2020 WUD Supporter Options

Business Sponsorship Level - \$2,500

Annual sponsorship which allows the supporter to participate in:

- Sponsor segment and shoutouts in all WUD podcasts -a new feature!
- Your logo on signage at WUD's booth during **2021** World Ag Expo in Tulare
- A link to your company's website will be available on the WUD website year-round
- Your company's logo will also be advertised year-round on WUD publications
- 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).
- 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
- 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

**participation in the 2021 WAE is contingent on future health and safety guidance allowing it to proceed*

2020 Sponsorship Registration Form

Company Name: _____

Contact Name: _____

Email Address: _____

Address: _____

Phone Number: _____

Signature: _____ Date: _____

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

Please check this box if you would like a separate podcast segment and provide the appropriate email and phone contact for advertising content:

Phone: _____

Email: _____

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

If you have any questions, please contact Norma Castillo at norma@wudairies.com or the WUD office at (209) 527-6453.