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## WESTERNUNITEDDAIRIES

April 6<sup>th</sup>, 2021

Dear WUD Dairy Family Supporter:

In a year that doesn't seem to end, WUD has made some extensive internal modifications to our events and forward-facing communication plans. Pivoting to a virtual experience for both our members and sponsors, our newsletter and podcast -combined with our weekly virtual kitchen table meetings, WUD is proud to continue reaching our vast dairy family and beyond. That said, we are itching to return to in person events and the moment those options become available around the state, we will be going for them!

In the meantime, we are cautious of over-promising these opportunities to our sponsors and supporters. To continue our communications to our members, WUD continues to provide a weekly podcast; *Seen and Herd, Industry Updates for the Modern Dairy Family*. 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 written update, which over 800 dairy families receive weekly, we have modified 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 how you can get involved.

As a business sponsor of Western United Dairies, you would be entitled to a 15-30 second weekly advertisement in our podcast, as well as a yearly episode dedicated to your company and the services you provide to Dairy Farmers in California. If you'd like to subscribe to our podcast and check it out for yourself, we can be found on 6 platforms, including Apple, Google, Anchor and Spotify, and you can conveniently listen right on our website: <https://westernuniteddairies.com/seen-herd-podcast/>

**If you would like to maximize your sponsorship opportunities with the new podcast, please reply by April 30<sup>th</sup>, 2021.**

If you would like to speak with me directly, please email [anja@wudairies.com](mailto:anja@wudairies.com)

Thank you for your consideration and support of our beautiful dairy families,

CEO, Western United Dairies

## **2021 WUD Business Sponsorship \$2,500**

- Sponsor segment and shoutouts in all WUD podcasts -a new feature!
- 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: WUD Business Sponsors will have access to 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

## 2021 Sponsorship Registration Form

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Please complete application and send payment to **Western United Dairies**  
1145 Geer Road, STE D  
Turlock, CA 95380

*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](mailto: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](mailto:norma@wudairies.com) or the WUD office at (209) 527-6453.