



WESTERNUNITEDDAIRIES

January 9, 2023

A PODCAST BY  
WESTERNUNITEDDAIRIES

Dear WUD Dairy Family Supporter:

WUD is proud to continue our business sponsor offerings for 2023. Last year we headed back to in-person kitchen table meetings, where our members and sponsors receive valuable assistance regarding labor law updates, environmental compliance updates, and the most recent policy directions that affect their dairy operations.



Seen & Herd  
Industry Updates for the Modern Dairy Family

We have continued our communications to our members through two main platforms - the weekly newsletter and our 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.

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 sponsor of Western United Dairies, you will be allotted 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. This year, we are also incorporating video to better maximize our content for social media, which then allows us to spotlight your business on more platforms. 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, Spotify, and YouTube, and you can conveniently listen 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

**February 17th, 2023.**

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



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**2023 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

**2023 Sponsorship Registration Form**

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

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

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

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

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

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

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 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.*