

WUD

WESTERNUNITEDDAIRIES

May 6, 2025

Dear WUD Dairy Family Supporter:

WUD is proud to continue our business sponsor offerings for 2025. Your contributions assist us in hosting kitchen table meetings, podcasting, and other member advocacy efforts which help our members receive valuable assistance with labor law updates, environmental compliance updates, and the most recent policy updates that affect dairies in California.



We reach our members and industry supporters through two primary channels: our weekly newsletter and our podcast, *Seen & Herd: Industry Updates for the Modern Dairy Family*. The podcast delivers timely updates on dairy policy in Sacramento and Washington D.C., along with economic and environmental insights relevant to California's dairies.

Our weekly newsletter reaches more than 800 dairy families, and we've recently expanded our sponsorship offerings to include podcast segments. We invite you to continue partnering with us as we evolve our communications to meet the changing needs of our industry. This sponsorship packet outlines how your business can get involved.

As a sponsor, you'll receive:

- A 15–30 second weekly advertisement featured on our podcast
- A dedicated yearly podcast episode spotlighting your company and the services you offer to California dairy farmers
- Increased exposure through new video content that enhances our reach on social media 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 speak with me directly, please email me at anja@wudairies.com.

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

Anja Raudabaugh
CEO, Western United Dairies



2025 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 in 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).
- 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.

2025 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, provide the appropriate email, and phone contact for advertising content:

Phone: _____ Email: _____

Please email Norma at norma@wudairies.com if you prefer, 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.