

# 2026 WESTERN UNITED DAIRIES BUSINESS SPONSORSHIP

Consistent Visibility with California Dairy Decision-Makers



WUD

[wudairies.com](http://wudairies.com)

Western United Dairies (WUD) represents and supports California dairy families as they navigate labor, environmental, and policy challenges. Our business sponsors play a key role in supporting that work—while gaining direct, ongoing visibility with dairy producers across the state.

This sponsorship is designed for companies that want to be seen, heard, and trusted by dairy families year-round.

## HOW WUD REACHES DAIRY FAMILIES:

### Weekly Industry Update

*Delivered directly to 800+ dairy families*

- Labor, environmental, and policy updates
- One of the most trusted communications in California dairy

### Seen & Herd Podcast

*Industry Updates for the Modern Dairy Family*

- Weekly episodes covering Sacramento and Washington, D.C.
- Available on Apple, Spotify, Google, YouTube, and more
- Expanding video content to amplify reach on social media

### World Ag Expo Presence

*Direct, in-person exposure at the world's largest annual agricultural trade show*

- Sponsor logos featured on WUD booth signage
- Logo placement on handouts and digital ads at the WUD booth
- Visibility with dairy producers, industry leaders, and ag stakeholders



## COMMUNICATIONS REACH:

- ✓ **800+** dairy families receive the Weekly Industry Update
- ✓ **61% open rate:** More than double the typical email industry average
- ✓ **3,900+** newsletter impressions delivered monthly
- ✓ **22,000+** podcast streams and downloads
- ✓ **4,500+** followers across WUD social media channels

## WHY SPONSOR WUD:

- ✓ Put your business in front of dairy decision-makers weekly
- ✓ Gain exposure through trusted communications
- ✓ Align your brand with a respected dairy advocacy organization
- ✓ Support work that directly impacts California dairy operations

## 2026 BUSINESS SPONSORSHIP | \$2,500

What's Included:

### Podcast Exposure

- 15–30 second sponsor mentions in all WUD podcast episodes
- PLUS one dedicated podcast episode highlighting your company and services

### Digital Visibility

- Year-round logo and website link on the WUD website

### Newsletter Advertising

- Four half-page placements in the WUD weekly update (ad, logo, business profile, or article)

### Social Media Shoutouts

- Two sponsor spotlights across WUD social media platforms

### Exclusive Access

- Access to the WUD member portal and direct access to WUD staff for questions related to labor, policy, pricing, and environmental issues

## REGISTRATION FORM

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

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

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

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

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

Credit Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ CVV: \_\_\_\_\_

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

*Please email the form back to Norma at [norma@wudairies.com](mailto:norma@wudairies.com). If you prefer, we can 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.*

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: \_\_\_\_\_