



December 15, 2018

Dear Spring Dairy Expo Supporter:

The Spring Dairy Expo (SDE) showcases great dairy cows, dedicated people and the incredible youth that make up Ohio's dairy industry. The 2019 show, March 28-30 at the Ohio Expo Center, in Columbus, Ohio, promises to be greater than ever! It is one of the few times when producers of all breeds gather to demonstrate one of the reasons they enjoy this business.

The 2018 SDE had more than 700 animals from 13 states for the shows and/or sales, featuring all major dairy breeds. The 2019 SDE will highlight breed sales managed by the Buckeye Dairy Club of The Ohio State University and Jersey Marketing Service, as well as the Mid-West Review Brown Swiss Sale and the Best of Triple-T Holstein Sale. Friday night's youth showmanship contest, sponsored by the American Dairy Association Mideast, is expected to attract nearly 150 youth. The statewide 4-H and FFA judging contest will also be held Thursday morning. This year's show will also be the host to the Holstein Association USA Judges Conference for potential judges to be considered for National Show status.

You are invited to play a special role in this superb event. The dairy producers you work with daily provide goods and services to are at the event and appreciate when you are involved in other areas of the industry. We hope you'll continue to support the show this year!

Sponsorship levels are:

- Platinum – \$4,000
- Reserve – \$1,000
- Supreme – \$2,500
- Honorable Mention – \$500
- Grand – \$1,500
- Supporting Friend – \$250

You may indicate how you wish your sponsorship to be used, indicating your selections on the enclosed sponsorship form. To reserve your special requests, complete the enclosed form and return by March 1, 2019. SDE is operated as a non-profit organization (tax I.D. 34-1575169).

We appreciate your support and look forward to working with you and your company, either as a repeat or a new sponsor, in helping to make Spring Dairy Expo "the place to be" in 2019!

Thank you,

Angi Kaverman

Angi Kaverman
Spring Dairy Expo, Show Manager

Erica Davis

Erica Davis
Sponsorship Coordinator

2019 Spring Dairy Expo Sponsorship Opportunities

<i>Sponsor Level</i>	<i>Benefits</i>
Platinum - \$4,000+ • <i>Opportunity to be the presenting show sponsor</i>	• All publicity will be labeled: <i>Spring Dairy Expo presented by "Your Company's Name"</i> • Plus All the benefits of the Supreme level
Supreme - \$2,500-\$3,999 Opportunity to sponsor one item: (examples below) • <i>Show Ring Installation</i> • <i>Sound System</i>	• Booth Space and Welcome Bag item • Link on SDE website and logo in program and on banner • Name included in press releases • Full-page ad in program
Grand - \$1,500-\$2,499 Opportunity to sponsor one item: (examples below) • Supreme Champion Heifer OR Cow of Open Show • Supreme Champion Heifer OR Cow of Junior Show	• Booth Space • Link on SDE website • Half-page ad in program, and name on banner, press releases • Welcome Bag (Literature and/or giveaway distributed to each cattle exhibitor)
Reserve - \$1,000-\$1,499 Opportunity to sponsor one item: (examples below) • <i>Breed Show Naming Rights (Choose 1 of 6 shows)</i> • <i>Milking Parlor Naming Rights</i>	• Half-page ad in program • Name on banner • Link on SDE website and name in program & press releases • Welcome Bag (Literature and/or giveaway distributed to each cattle exhibitor)
Honorable mention - \$500-\$999 Opportunity to sponsor one item: (examples below) • <i>Booth Space in the Trade Show Area (Electric & Curtains)</i> • <i>Welcome Bag Placement</i>	• Business card-size ad and name in program • Name on banner • Link on SDE website • Welcome Bag (Literature and/or giveaway distributed to each cattle exhibitor)
Supporting Friend - \$250-\$499 Opportunity to sponsor one item: (examples below) • <i>Welcome Bag Placement</i>	• Business card-size ad and name in program • Welcome Bag (Literature and/or giveaway distributed to each cattle exhibitor) • Link on SDE website

[For additional sponsorship opportunities contact Erica Davis at 614-371-8533 or cowladydesigns@gmail.com.](mailto:cowladydesigns@gmail.com)

Organization _____ Contact Person _____

Address _____

City _____ State _____ Zip Code _____

Phone _____ Email _____

We would like to participate at the following sponsorship level:

- Platinum Supreme Grand Reserve Honorable Mention Supporting Friend
 Invoice us at the above email.

If no invoice is needed, **send check and this form by March 1 to:**

Spring Dairy Expo, attn: Julie Ziegler, 1224 Alton Darby Creek Road, Columbus, OH 43228.

Please list your first choice of sponsorship (i.e. show naming rights, trade show booth, welcome bag, etc.) _____

We will do our best to accommodate your first choice, you will be contacted if it is unavailable.
 Questions? Email Erica Davis at cowladydesigns@gmail.com or call 614-371-8533.