



December 2, 2019

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 2020 show, March 26-28 at the Ohio Expo Center, in Columbus, Ohio, promises to be a great event for the dairy industry! It is one of the few times when producers of all breeds gather to demonstrate one of the reasons they enjoy this business.

The 2019 SDE had more than 530 animals from 13 states for the shows and/or sales, featuring all major dairy breeds. The 2020 SDE will highlight multiple breed sales managed by the Buckeye Dairy Club of The Ohio State University as well as the Mid-West Review Brown Swiss Sale and the Best of Triple-T Jersey Sale. The dairy industry is strong with our young supporters and enthusiasts. A 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, full of almost 300 youth, is a continuously growing annual event.

You are invited to play a special role in this multi-faceted annual event. The dairy producers you work with, 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
- Supreme – \$2,500
- Grand – \$1,500
- Reserve – \$1,000
- Honorable Mention – \$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, 2020. 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 2020!

Thank you,

Angi Kaverman

Angi Kaverman
Spring Dairy Expo, Show Manager

Erica Davis

Erica Davis
Sponsorship Coordinator

2020 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.

Spring Dairy Expo (SDE) Trade Show

What is included in my booth fee?

- ★ An 8 x 10 booth space located in the Voinovich Building at the Ohio Expo Center
 - Each booth space will have a backdrop curtain and side drapes to separate your space from the adjoining booth.
 - Electricity is available as part of your paid sponsorship.
 - Each booth comes with a table and two chairs.

Please keep in mind the exhibit area will also house a sale arena, show arena and sale cattle throughout the show. It will be dusty from the shavings used for the animals.

Trade Show Hours

Exhibits must be in place by 8 a.m., Thursday, March 25, 2020. They may be torn down beginning Saturday, March, 28, at noon. The staffing of your booth is at your discretion.

Benefits

In addition to the aforementioned booth space, your company will receive:

- ★ Link on SDE website
- ★ Name in official SDE program

Cancellation Policy

Exhibitor may cancel in writing at any time prior to March 1, 2020 (“Cancellation Deadline”) and receive a full refund of the Booth Fees paid to date. To receive a refund, cancellation must be in writing and must be received by Expo on or before the Cancellation Deadline. If the cancellation is made after March 1, 2020 and before March 15, 2020, 50% of the booth fee will be refunded. For any cancellation after the Cancellation Deadline of March 15, 2020, Exhibitor agrees to forfeit all fees paid to Spring Dairy Expo and the booth space may be resold.

If Exhibitor fails to occupy its assigned Display Space and complete the construction of its exhibit by 5 p.m. by March 26, 2020, SDE shall have the right to cancel this contract without refunding any fees. The parties acknowledge and agree that any cancellation of this Contract after the Cancellation Deadline or due to the Exhibitor’s failure to occupy the Display Space, will result in no fees being refunded.