



January 2021

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. Due to 2020's Spring Dairy Expo and Ohio State Fair being cancelled due to Covid restrictions, the SDE planning committee learned to adapt and replan. With many SDE sponsors' help and support, an Ohio Summer Dairy Show was pulled together. This was a show that brought dairy enthusiasts together safely, sharing and enjoying an activity that we all needed to break up the feeling of isolation.

We are planning the 2021 Spring Dairy Expo, with influence from the traditional show, and adding great new changes to the schedule and location. The 2021 show will be held March 27-April 2 at the Pickaway County Fairgrounds in Circleville, Ohio. As in years' past, SDE promises to be a great event for the dairy industry! We are so passionate about it's occurrence, as it is one of the few times when producers of all breeds gather to demonstrate 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 2021 SDE will highlight multiple breed sales managed by the Buckeye Dairy Club of The Ohio State University. The dairy industry is strong with our young supporters and enthusiasts. A youth showmanship contest, sponsored by the American Dairy Association Mideast, regularly attracts close to 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
- 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, 2021. 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 2021!

Thank you,

Angi Kaverman

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Spring Dairy Expo, Show Manager

Erica Davis

Erica Davis

Sponsorship Coordinator

2021 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 Photo Area</i> - company logo in all champion pictures • <i>Exclusive naming rights (display banner)</i> - cattle housing barns	• 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) • <i>Naming rights to cattle housing barns</i> (may share with others) • <i>Sound System</i>	• 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>Supreme Champion Heifer OR Cow of Open Show</i> • <i>Supreme Champion Heifer OR Cow of Junior Show</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>Display table in the small Trade Show Area</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.