



January 2022

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 planning committee has been able to work around the past two years of facility shut downs and health regulations with the help of industry supporters and nearby county fairgrounds. Change seems to be constant these days, but shifting our needs or locations, along with a strong commitment to the event has kept it an annual one for over 30 years.

While our time at the Pickaway County Fairgrounds was very appreciated, we will be moving the 2022 SDE back to the Ohio Expo Center and State Fairgrounds in Columbus, Ohio as it has been historically. As in years' past, SDE promises to be a great event for the dairy industry! We are so passionate about its occurrence, as it is one of the few times when producers of all breeds gather to demonstrate the reasons they enjoy this business.

The 2021 SDE was our largest event in recent history, with more than 685 animals from almost 20 states for the shows and/or sales, featuring all major dairy breeds. The 2022 SDE will highlight an All Breed Sale 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, and 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, 2022. 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 2022!

Thank you,

***Angi Kaverman***

Angi Kaverman

Spring Dairy Expo, Show Manager

***Erica Davis***

Erica Davis

Sponsorship Coordinator

# 2022 Spring Dairy Expo Sponsorship Opportunities

<i>Sponsor Level</i>	<i>Benefits</i>
<b>Platinum - \$4,000+</b> • <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
<b>Supreme - \$2,500-\$3,999</b> 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
<b>Grand - \$1,500-\$2,499</b> 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)
<b>Reserve - \$1,000-\$1,499</b> Opportunity to sponsor one item: (examples below) • <b>Supreme Champion Heifer OR Cow of Open Show</b> • <b>Supreme Champion Heifer OR Cow of Junior Show</b>	• 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)
<b>Honorable mention - \$500-\$999</b> 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)
<b>Supporting Friend - \$250-\$499</b> 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](mailto:cowladydesigns@gmail.com) or call 614-371-8533.