



January 2023

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. This event brings the people of the industry and the breeders and exhibitors showcasing their cattle together for a fun competition, but mostly for great camaraderie and fellowship. SDE is an event folks from Ohio, and those from several surrounding states, look forward to as they shed the winter doldrums and become excited to see the potential of the cattle they have been working so hard to develop. The youth of the dairy industry are also focused on, with showmanship, judging contests and breed shows that allow them to showcase their talents, meet up with old friends and connect with new ones!

The past few years have kept us quick on our feet, but we are happy to report that SDE 2023 will be back at 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 2022 SDE was a well attended event as we returned to the Columbus location. It features all major dairy breeds, all of which have individuals who continue to win banners on the national level! This event is a nationally recognized show for the Holstein breed. Tradition continues with a sale managed by the Buckeye Dairy Club of The Ohio State University. They will be featuring the Holstein, Jersey, Brown Swiss and Guernsey breeds. 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, 2023. SDE is operated as a non-profit organization as part of the Ohio Purebred Dairy Cattle Association.

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 2023!

Thank you,

***Angi Kaverman***

Angi Kaverman

Spring Dairy Expo, Show Manager

***Erica Davis***

Erica Davis

Sponsorship Coordinator

# 2023 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 barn	• 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 barn</i> (may share with others)	• 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.