



Dear Sponsor:

Thank you for your past support of Western United Dairymen (WUD) events. Your support helps give WUD California's dairy families tools to run their businesses in the most efficient way possible.

We are writing to you to ask for your sponsorship of our 2018 Annual Convention in Modesto, Ca. This year's convention is on March 28<sup>th</sup>, 2018. This packet includes information on the various ways you can get involved, which include:

- Sponsorship and Attendance Options
  - o This page includes all the details about the different levels of sponsorship and attendance.
- Membership Application
  - o This page is for selecting the level of sponsorship you would like. Also included on this page is the benefits of becoming an Allied Business Member (ABM). If you decide to become an ABM, you will need to fill this page out and return.
- Non-Member Registration
  - o If you would like to attend but do not want to become an ABM, fill out this form and return.
- The deadline for sponsorship is January 30<sup>th</sup>, 2018.

This event is a great opportunity to have face-to-face time with our dairy families. We have also added a new level of Sponsorship, Gold Plus Level. This level includes sponsorship for the 2018 Annual Convention and the 2019 Annual Convention in Yosemite at a discounted price.

This year's agenda is full of educational sessions for our dairy families that you are welcome to attend as well. We will end the day with a dinner party at the Dust Bowl in Turlock!

Should you have any questions, please contact Katelyn Lewis by call/text at (209) 769-3884 or by email at [klewis@westernuniteddairymen.com](mailto:klewis@westernuniteddairymen.com).

Sincerely,  
Western United Dairymen Staff

## **Convention Sponsorship and Attendance Options**

### **Allied Business Membership & Sponsorship Levels Gold Level - \$5,000**

As an Allied Business Member, you will receive a number of benefits throughout the year, as well as the opportunity to participate in the largest dairy-focused convention in California. Gold Level sponsorship benefits include:

- Five (5) Convention passes to attend **ALL** convention events, meals included.
- 3 publications previewing the Convention.
- Participation in the Convention's Virtual Trade Show - each exhibitor may present their products and services at a 6' skirted table provided.
- Your company's logo on printed convention materials and signage at the convention.
  - Your company's logo will also be advertised year-round at all WUD events that are held throughout the state.
- A link to your company's website will be available on the WUD website year-round.

There are many other year-round benefits to becoming an Allied Business Member, please see the Allied Business Member Benefits sheet enclosed.

### **Gold Level Plus - \$7,500**

Enjoy **ALL** the benefits of becoming a Gold Level sponsor to the Annual Convention for TWO years. This level will receive the same benefits at the 2019 Annual Convention. WUD's 2019 Annual Convention will be held at the Tenaya Lodge, Yosemite in March, 2019.

### **Convention Day Sponsorship, Silver Level - \$2,500**

- Two (2) Convention passes to attend **ALL** convention events, meals included.
- 1 publications previewing the Convention.
- Participation in the Convention's Virtual Trade Show.
- Your company's logo on printed convention materials and signage at the convention.
- A link to your company's website will be available on the WUD website for the *convention day only*.

### **Educational/Industry Supporter - \$1,000**

This is applicable for Non-Profits, Non-Governmental Organizations, and Educational Institutions. Educational sponsorship includes:

- Two (2) Convention passes to attend **ALL** convention events, meals included.
- Participation in the Convention's Virtual Trade Show.
  - This is UPON REQUEST and conditional upon space availability.

## Non-Member Attendee - \$300

This is for non-WUD members and includes:

- One (1) Convention Pass to all convention events.
  - Meal costs are SEPARATE and A LA CARTE. (see registration form)
- Registration Deadline: **February 28, 2017**
- Late Registration Fee is \$100/person

### **Additional Convention Sponsorship Opportunities:**

- |   |         |
|---|---------|
| • Convention Gift (Co-Brand w/WUD)          | \$2,000 |
| • Welcoming Nightcap Social Tuesday Evening | \$2,500 |
| • Wednesday Lunch                           | \$2,500 |
| • Wednesday Afternoon Social Event          | \$2,500 |
| • Membership Dinner                         | \$1,000 |
| • Ladies Day Program                        | \$1,000 |

If you would like to inquire about any of the options listed above or discuss a custom sponsorship opportunity, please contact Katelyn Lewis at [klewis@westernuniteddairymen.com](mailto:klewis@westernuniteddairymen.com) or the WUD office at 209-527-6753.

# 2018 Membership Application

**Company Name:** \_\_\_\_\_

**Contact Name:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**Address:** \_\_\_\_\_

**Phone Number:** \_\_\_\_\_

- Associate Member** - \$300 Annual Dues
- Receive weekly update (email or hardcopy)
  - Membership Portal Access
    - Exclusive pricing updates and labor information
  - Annual Convention Ticket (Limit 1)

- Educational/Industry Supporter** - \$1,000 Annual Dues
- This is applicable for Non-Profits, Non-Governmental Organizations, and Educational Institutions.
- Receive weekly update (email or hardcopy)
  - Membership Portal Access
    - Exclusive pricing updates and labor information
  - Annual Convention Ticket (Limit 2)

- Allied Business Member** - Annual Membership (see options below)

Please check the box next to the sponsorship level you chose:

	Level	Cost	Two year sponsorship	Spot in Virtual Trade Show	Logo at all WUD events	Dairy Member Access and Services	Membership Portal Access	Website Logo Advertising	Business Member Profile on Website	Logo on weekly and quarterly publications
<input checked="" type="checkbox"/>	Gold Level PLUS	\$7,500	✓	✓	✓	✓	✓	✓	✓	✓
<input type="checkbox"/>	Gold Level	\$5,000		✓	✓	✓	✓	✓	✓	✓
<input type="checkbox"/>	Silver Level	\$2,500		✓				✓		

- Gold Plus Level – This includes sponsorship for the 2019 Annual Convention in March at Yosemite, Tenaya Lodge.
- Additional WUD event throughout the year include: safety trainings, seminars on various topics, Mid-Year and Winter meetings; your company will not be advertised at political or PAC events.
- Silver Level Sponsors will *only* be advertised at the convention.
- Prime location in Virtual Trade Show is given to Gold Plus and Gold Level sponsors then locations are first come, first serve.
- For more information on these sponsorship levels please see the Allied Business Member Benefits and Sponsorship Participation Levels sheet that is attached.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## **Allied Business Member Benefits**

### **Sponsorship at all WUD Events:**

**Convention** – To be advertised and participate in the virtual trade show at the convention you must be a Silver, Gold Level or Gold Plus Level. This includes your name/logo on signage, on promotional material for the convention and at the event, along with participation in the virtual trade show.

**Virtual Trade Show** – This is not the traditional booth spaces with pipe and drape. Instead, 6' skirted tables will be provided for companies to display their materials and products. Exhibitors may stay at their virtual booth or interact with members in other areas of the event.

**Mid-Year District Meetings** – Advertising at all district mid-year meetings throughout the state with your company's logo placed on a banner at the meetings and on printed materials. These meetings vary in topic; labor, safety updates on state/federal policy, pricing or environmental issues.

**Winter District Meetings** – Advertising at all district winter meetings throughout the state with logo placed on a banner at the meetings and on printed materials.

### **Dairy Member Access & Services**

Allied Business Members will receive *the same* exclusive access to the WUD staff as our dairy members. If you have questions about the labor, federal or state policy, pricing and/or environmental issues, you can contact one of our top-notch staff members for assistance.

### **Membership Portal Access**

You will be given your own member number to login to our website's membership portal. You will have access to the same proprietary information as our members. Examples of materials in this portal are: market report; business meeting minutes; labor information (all information provided by Raimondo and Associates); various other issues that our members may face.

### **Website**

Your company's logo will be placed on the WUD website. We have an Allied Business Member page to make it easy for our Dairy Members get more information about your company. We also offer integrated social media advertisement. Metrics for our Facebook page and/or our website are available upon request.

### **Publications**

Your logo will be placed in the margins of our weekly newsletter that is sent to all our members every Friday. We also offer a publication to our dairy members dedicated just to our Allied Business Members. We provide a summary of what we're doing for our members and the services your company can offer them.

Please complete application and send payments to: **Western United Dairymen**  
1315 K Street  
Modesto, CA 95354

*If payment does not accompany this form, we will issue an invoice.*