



Dear Sponsor:

Thank you for your past support of Western United Dairymen (WUD) events. Your support helps give 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 2019 Annual Convention at Tenaya Lodge in Yosemite National Park! This year's convention will be held March 27<sup>th</sup>-29<sup>th</sup>, 2019. This packet includes information on ways you can get involved once again this year. Included, you will find:

- ✓ Convention Agenda
- ✓ Sponsorship Options
- ✓ Sponsorship Application

**The deadline for sponsorship is January 31<sup>st</sup>, 2019.**

This event is a great opportunity to have face-to-face time with our dairy families who depend on your products and services. This year's agenda is full of information and educational sessions for our dairy families that you are welcome to attend as well.

Should you have any questions, please contact Katelyn Lewis by call/text at (209) 769-3884 or by email at [kewis@westernuniteddairymen.com](mailto:kewis@westernuniteddairymen.com). More information about the hotel can be found at [www.tenayalodge.com](http://www.tenayalodge.com).

Sincerely,

CEO, Western United Dairymen

## **2019 CONVENTION AGENDA**

### **Wednesday, MARCH 27<sup>th</sup>**

- 5:00pm Sponsor Exhibit Set Up – Ends at 8:00pm
- 7:00pm Social Hour *ALL CONVENTION ATTENDEES WELCOME!*

### **Thursday, MARCH 28<sup>th</sup>**

- 6:00am Sponsor Admittance Only for Pre-Convention Set-Up
- 7:00am Registration Opens; Sponsorship Booths Open
- 7:30am Sponsor Social Hour & Buffet Breakfast
- 8:30am Industry Seminars
- 11:30am Sponsor Social & Lunch
- 12:30pm Environmental Session
- 2:00pm Sponsor Social & Ice Cream Break
- 2:30pm Leisure Time in Yosemite
- 5:30pm Social Hour
- 7:00pm Membership and Sponsor Dinner & Entertainment

### **Friday, MARCH 29<sup>th</sup>**

- 7:00am Sponsor Social Hour and Breakfast
- 8:00am Annual Meeting of Members & House of Delegates Meeting
- 9:00am Industry Economic Sessions
- 12:00pm Closing Remarks and Adjournment

## **2019 Convention Sponsorship Options**

### **Allied Business Membership & Sponsorship, 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 (Thursday through Friday morning) included.
- 3 publications previewing the Convention.
- Participation in the Convention - each exhibitor may present their products and services on a 6' skirted table provided. A booth **MUST BE REQUESTED** on registration form.
- Your company's logo on printed convention materials and signage at the convention.
  - Your company's logo will also be advertised year-round on WUD publications, including social media.
- A link to your company's website will be available on the WUD website year-round.

For more information on sponsorship benefits, please see Allied Business Member Benefits sheet.

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

- Two (2) Convention passes to attend **ALL** convention events, meals (Thursday through Friday morning) included.
- Participation in the Convention - each exhibitor may present their products and services on a 6' skirted table provided. A booth **MUST BE REQUESTED** on registration form.
- 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.

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

This is only applicable to Non-Profits, Non-Governmental Organizations, and Educational Institutions. Must be able to verify status upon request.

- Two (2) Convention passes to all convention events.
  - Meals costs are SEPARATE and A LA CARTE. (see registration form)
- Participation in the Convention – each exhibitor may present their products and services at a 6' skirted table provided. A booth **MUST BE REQUESTED** on registration form.

### **General Registration**

- Convention Registration is FREE for Western United Dairymen Members in good standing.
  - This includes Dairy Additional Members. For any questions regarding this, see contact information below.

- All meals are included for Thursday (3/28) and Breakfast on Friday (3/29). You must register for each meal. See registration form.
- Hotel rooms are not included in registration.  
*Late Registration Fee for Members and Non Members is \$100/person*

**Additional Convention Sponsorship Opportunities:**

- |                                    |         |
|------------------------------------|---------|
| • Convention Gift (Co-Brand w/WUD) | \$2,000 |
| • Wednesday Cocktail Hour          | \$2,500 |
| • Thursday Lunch                   | \$2,500 |
| • OSHA Approved Igloo Water Cooler | \$2,500 |
| • Membership Dinner (3/28/2018)    | \$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.

## 2019 Sponsorship Application

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

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

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

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

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

**Allied Business Member** - Annual Membership

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

	Level	Cost	Booth at Convention (Must reserve below)	Logo on all WUD publications	Access to WUD staff and Services	Membership Portal Access	Business Member Profile on Website year-round
<input checked="" type="checkbox"/>	Gold	\$5,000	✓	✓	✓	✓	✓
<input type="checkbox"/>	Silver	\$2,500	✓	Convention pubs only			

- Silver Level Sponsors will *only* be advertised at the convention.
- Prime booth locations at Convention are given to Gold Level sponsors first then booth 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.

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

This is only applicable for Non-Profits, Non-Governmental Organizations, and Educational Institutions. Must be able to verify.

- Receive weekly update (email or hardcopy)
- Membership Portal Access
  - Exclusive pricing updates and labor information
- Annual Convention Ticket (Limit 2)

**Before signing:**

**Please mark this box if you want to have a booth at convention.**

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

## **Allied Business Member Benefits**

### **Gold Sponsorship Includes:**

**Convention** – This includes your name/logo on promotional material prior to and at the convention. This includes a booth at the convention; the booth **MUST BE REQUESTED**.

**Booth** – Exhibitor will be provided with a 6' skirted table for companies to display their materials and products. Exhibitors may stay at their booth or interact with members in other areas of the event.

**Kitchen Table Meetings** – Advertising on all WUD publications regarding meetings throughout the state. These meetings vary in topic; labor, safety updates on state/federal policy, pricing or environmental issues.

**Winter District Meetings** – Advertising on all WUD publications regarding these meetings throughout the state.

### **Access to WUD Staff & Services**

Allied Business Members will receive *the same* exclusive access to the WUD staff as our dairy members. If you have questions about 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 membership 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, labor information, OSHA and workplace safety updates and 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 to get more information about your company. We will also advertise your company on your Facebook page. 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 provide a summary of what we're doing for our members and the services we can offer them together.

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.*