



WESTERNUNITEDDAIRIES

Dear Valued WUD Contributor:

The last four years, WUD has continually been changing to match the needs of our dairy families and their communities. This has been true of the annual events we host to benefit our organization's activities to support our members. This year, we are excited to announce a partnership with the California Cattlemen's Association (CCA) to co-host our conventions. By combining the conventions, we are able to provide more value to our members and our sponsors through enhanced opportunities to visit with more dairy and beef families.

During this exciting event, which will be held December 4th-6th, at the Peppermill Casino and Resort in Reno, NV, we will be providing a much broader set of tools and resources to our members, along with many more opportunities to socialize and unwind with one of the biggest trade shows in the Western United States.

We are writing to ask for your continued support of our organization as we continue to adapt our game to reflect that of the industry. This packet includes information on ways you can get involved.

The deadline for sponsorship is September 26, 2019.

This event is a great opportunity to have face-to-face time with our dairy families and our fellow ranching families who depend on your products and services.

Should you have any questions, please contact Norma Castillo at (209) 527-6453 or by email at ncastillo@westernuniteddairymen.com. If you would like to speak with me directly, please email araudabaugh@westernuniteddairymen.com

Sincerely,

A handwritten signature in blue ink that reads 'Araudabaugh'.

CEO, Western United Dairymen

Winter Convention Sponsorship Options:

Business Sponsorship Level - \$6,000

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

- Four (4) Convention passes to attend **ALL** convention events, (except the CCA Awards Banquet and the CCW Cowbelle of the Year Lunch)
- Meals included: Allied Industry Wine & Cheese Reception (Wednesday evening), Tradeshow Welcome Party (Wednesday evening), Breakfast in the tradeshow (Thursday morning), Lunch in the tradeshow (Thursday afternoon)
- 3 publications leading up to the Convention.
- **Includes two rooms for two nights during convention**
- Participation in the Convention - each exhibitor may present their products and services on a 10 x 10 booth which includes backdrap, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket. **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.
- 2 half page ads on the Western United Dairymen weekly update
- Recognition at the Spring membership convention dinner (3-26-20 Tentative date)
 - 2 dinner passes
 - 2 publications leading up to the dinner
 - Your company logo printed on all spring dinner material as well as on our website

For more information on sponsorship benefits, please see Business Member Benefits sheet. Please contact the office if you would like to discuss payment options.

Convention Day Sponsorship Level - \$3,000

- Two (2) Convention passes to attend **ALL** convention events, (except the CCA Awards Banquet and the CCW Cowbelle of the Year Lunch)
- Meals included: Allied Industry Wine & Cheese Reception (Wednesday evening), Tradeshow Welcome Party (Wednesday evening), Breakfast in the tradeshow (Thursday morning), Lunch in the tradeshow (Thursday afternoon)
- Participation in the Convention - each exhibitor may present their products and services on a 10 x 10 booth which includes backdrap, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket. **A booth MUST BE REQUESTED on registration form.**
- Your company's logo printed on convention materials and signage.
- A link to your company's website will be available on the WUD's convention web page.

Agency Supporter - \$1,000

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

- One (1) Convention pass to all convention events.
 - Meals costs are SEPARATE and A LA CARTE. (see registration form)
- Participation in the Convention – Participation in the Convention - each exhibitor may present their products and services on a 10 x 10 booth which includes backdrape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket. **A booth MUST BE REQUESTED on registration form.**

Exhibitor Sponsorship - \$600

- Participation in the Convention – Participation in the Convention - each exhibitor may present their products and services on a 10 x 10 booth which includes backdrape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket. **A booth MUST BE REQUESTED on registration form.**
- Your company's logo printed on convention materials and signage.

Dairy Student Sponsorship - \$1,000

This sponsorship would allow a student in the Dairy Science program at either Fresno State, Cal Poly, Chico State or UC Davis, or any other qualified university to attend our convention. The sponsorship would cover the student's meals and hotel room.

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.
- Meals included: Allied Industry Wine & Cheese Reception (Wednesday evening), Tradeshow Welcome Party (Wednesday evening), Breakfast in the tradeshow (Thursday morning), Lunch in the tradeshow (Thursday afternoon). You must register for each meal. See registration form.
- **Hotel rooms are not included in registration. Guests are responsible for making and paying for their own hotel registration and rooms.** *Late Registration Fee for Members and Non Members is \$100/person after Monday, November 18th*

Additional Convention Sponsorship Opportunities:

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| • Convention Gift (Co-Brand w/WUD) | \$2,000 |
| • OSHA Approved Igloo Water Coolers | \$2,500 |
| • Membership Dinner Sponsor (3/26/2020) | \$3,000 |

If you would like to inquire about any of the options listed above or discuss a custom sponsorship opportunity, please contact Norma Castillo at ncastillo@westernuniteddairymen.com or the WUD office at (209) 527-6453.

2019 Sponsorship Application

Company Name: _____

Contact Name: _____

Email Address: _____

Address: _____

Phone Number: _____

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

<input checked="" type="checkbox"/>	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	Spring Convention Dinner access
<input type="checkbox"/>	Industry Business Sponsor	\$6,000	✓	✓	✓	✓	✓	✓
<input type="checkbox"/>	Convention Day Sponsor	\$3,000	✓	Convention pubs only				
<input type="checkbox"/>	Agency Supporter	\$1,000	✓	Convention pubs only				

- Convention Day Sponsors will *only* be advertised on the winter convention pamphlets.
- Prime booths locations are given to Industry Level sponsors first then booth locations are first come, first serve.
- For more information on these sponsorship levels please see the Member Benefits and Sponsorship Participation Levels sheet that is included in the packet.

Please mark this box if you want to have a booth at winter convention and make sure to fill out the attached 2019 Tradeshow Order Form.

Signature: _____ Date: _____

Member Benefits and Sponsorship Participation Levels

Business Sponsorship Includes:

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

Booth – Exhibitor will be provided a 10 x 10 booth which includes backdrape, side rail, ID sign, one six foot skirted table, two side chairs and one wastebasket.

Kitchen Table Meetings – Logos 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.

Access to WUD Staff & Services

Industry 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. **WUD does not give out our membership roster list**

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 are doing for our members and the services we can offer them together.

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

Please email Norma at ncastillo@westernuniteddairymen.com if you prefer that we invoice you for payment.