



DAIRY STRONG



SPONSORSHIP

GUIDE

Virtual conference

January 19-21, 2021

dairystrong.org

Hosted by



DAIRY BUSINESS
ASSOCIATION | DAIRY
FORWARD



WHY DAIRY STRONG?

Farmers, dairy professionals, representatives from universities and government agencies, dairy processors and non-profits find value in Dairy Strong.

Farmers at Dairy Strong are leaders, decision makers, owners and managers. They are progressive in their business practices and buying decisions. They embrace technology.

Meaningful **CONNECTIONS**

- Global audience
- Engagement opportunities
- **Register early.**

Diverse **SPONSORSHIPS**

- Items for all budgets
- Tailored to your business
- **You are creative. So are we.**

Content is **KING**

- Engaging speakers
- Innovative sessions
- **Forward-thinking audience.**

In 2020, Dairy Strong welcomed more than 600 attendees. More than 135,000 cows were represented.

Our planning committee recognizes the value of having as many farmers as possible at Dairy Strong. We are proud to be the only high-caliber dairy conference in Wisconsin to offer complimentary registration to all farmers who register by Dec. 15.



“This unique mix of participants combined with engaging programming, thought-provoking speakers and invaluable networking make Dairy Strong a perfect opportunity to support existing clients and find new ones.” *Tom Crave, DBA president*

IMPORTANT DATES

- | | |
|-------------------|---------------------------------|
| Nov. 30 | Secure sponsorship |
| Dec. 11 | Sponsorship logos due |
| Dec. 23 | Sponsorship videos due |
| Jan. 19-21 | Dairy Strong virtual conference |

Select sponsorships will be accepted after deadlines

DEAR FRIENDS & PARTNERS,

Dairy Strong, the annual conference of the Dairy Business Association, will mark its seventh year in January.

I am proud to say that the conference has become the premier event for progressive people in the dairy community, not only in America's Dairyland but from around the country.

Farmers, allied businesses and organizations come together to learn, network and dive deep into discussions about challenges and opportunities. We celebrate, too. After all, we are part of the greatest industry in the world.

Dairy Strong is inclusive, reflecting DBA's culture. This past January, the conference drew registrations

from farmers, corporate professionals, government and university representatives, and a host of other partners. Farmers who participate come from farms of all sizes and management philosophies, and a wide variety of other types of businesses are represented, from animal health and genetics to engineering and financial services.

This unique mix of participants combined with engaging programming, thought-provoking speakers and invaluable networking make Dairy Strong a perfect opportunity to support existing clients and find new ones. The conference also provides opportunities to extend your brand through enhanced sponsorships.

We are excited about a newly creative online approach that will connect people, ideas and businesses.

I personally want to invite you to the conference and to consider a sponsorship.


Thank you for all you do to keep the dairy community strong and moving forward.

On behalf of the board of directors, thank you for considering Dairy Strong.



Thomas M. Crave

Tom Crave,
president,
Dairy Business
Association

The Dairy Strong  team is responsive and promises to find the right fit for you!

CONNECT WITH US

OUR TEAM IS HERE FOR YOU



BEKAH MORROW

EVENTS AND
EXECUTIVE ADMINISTRATOR
BMORROW@DAIRYFORWARD.COM
920-883-0020 X100



NICOLE BARLASS

DIRECTOR OF
CORPORATE RELATIONS
NBARLASS@DAIRYFORWARD.COM
920-883-0020 X104

TENTATIVE SCHEDULE

IT'S GOING TO BE INSPIRING!



TUESDAY, JAN. 19

TIME (CT)	FORWARD & FOCUSED
1 PM	Opening keynote: Peter Sheahan, business growth and innovation
2 PM	Break
2:15 PM	Breakout sessions: <ul style="list-style-type: none">» Dairy Management Inc: Driving innovation through retail and food service» GPS Dairy Consulting: Systems to turn your feed center into a profit center
3:15 PM	Break
3:25 PM	Breakout sessions: <ul style="list-style-type: none">» Alltech: Personality tests and internal surveys on dairy farms: The new norm to management» Animal Agriculture Alliance: Securing the future of dairy
4:25 PM	Break
4:30 PM	Virtual Happy Hour

WEDNESDAY, JAN. 20

TIME (CT)	SUSTAINABILITY & STEWARDSHIP
10 AM	Virtual dairy farm and processor tour followed by panel
11 AM	Break
11:15 AM	Breakout sessions: <ul style="list-style-type: none">» Dairy Innovation Hub: Dairy sustainability» Innovation Center for U.S. Dairy: U.S. Dairy working together on collective impact» STgenetics: Harnessing the power of calculators
12:15 PM	Break
12:25 PM	Panel: Manure processing

THURSDAY, JAN. 21

TIME (CT)	POLICY & PURPOSE
10 AM	Keynote: Matt Lewis, political outlook
11 AM	Break
11:05 AM	Political keynote: Wisconsin Governor Tony Evers, <i>invited</i>
11:35 AM	Break
11:40 AM	Political insight: Michael Torrey and Ray Starling
12:40 PM	Break
12:50 PM	DBA Advocate of the Year

SPONSORSHIP OPPORTUNITIES

GAIN MORE EXPOSURE in 2021. Your support will be recognized in conference promotions and during sponsored virtual events and sessions. In addition, your sponsorship will be posted on the Dairy Strong website and social media channels. **All sponsorship commitments requested by Nov. 30.**

SPEAKER SPONSORSHIPS



PETER SHEAHAN Keynote speaker

\$5,000 3 sponsorships available

Best-selling author and world renowned speaker on exploiting business trends and new market opportunities and founder and CEO of Karrikins Group.

This sponsorship includes:

- » Ability to show a 30-second video about your company.
- » Dairy Strong host will highlight the sponsor before and after keynote.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Six free conference registrations.



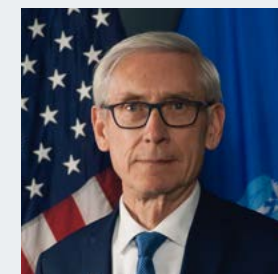
MATT LEWIS Keynote speaker

\$5,000 3 sponsorships available

Senior Columnist for the Daily Beast, Author of "Too Dumb to Fail."

This sponsorship includes:

- » Ability to show a 30-second video about your company.
- » Dairy Strong host will highlight the sponsor before and after keynote.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Six free conference registrations.



GOV. EVERS (invited) Political keynote speaker

\$3,000 2 sponsorships available

This sponsorship includes:

- » Ability to show a 30-second video about your company.
- » Dairy Strong host will highlight the sponsor before and after keynote.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Six free conference registrations.



MICHAEL TORREY & RAY STARLING Political insight

\$3,000 2 sponsorships available

Gain a view from the inside, outside and underside of federal ag policy from two D.C. insiders.

This sponsorship includes:

- » Ability to show a 30-second video about your company.
- » Dairy Strong host will highlight the sponsor before and after keynote.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Six free conference registrations.



BREAKOUT SESSIONS

7 sponsorships total - \$3,000 | 4 available

This sponsorship includes:

- » Logo will be featured on a slide during presentation.
- » Company representative will have 30-second pre-recorded message at the beginning of the breakout.
- » Logo featured in all promotion, schedule and on virtual platform.
- » Four free conference registrations.

EXCLUSIVE OPPORTUNITIES

ALL SPONSORS receive mention in the conference agenda, on the Dairy Strong website and during the event. Sponsors receive recognition at the corresponding sponsor level found on the following page.

Daily Presenting Sponsors

\$10,000 3 sponsorships available

- Jan. 19: Forward & Focused
- Jan. 20: Sustainability & Stewardship
- Jan. 21: Policy & Purpose

This sponsorship includes:

- » Your company will be featured as a full screen ad when logging onto the virtual platform.
- » Logo will be featured in all pre-event promotion with your day's schedule.
- » Your logo will be featured on the virtual platform landing page the entire day.
- » Opportunity for a 1-minute pre-recorded video to be aired at the beginning of the day.
- » One of your team members will have the opportunity to do a pre-Dairy Strong message promoting sponsorship of your day that will be shared in Dairy Strong promotion.
- » 10 free conference registrations.

Virtual Happy Hour

\$7,500 1 sponsorship available

This sponsorship includes:

- » Provide a welcome and opening comments for the virtual happy hour.
- » Opportunity to have company logo in daily scrolling banner ad.
- » Opportunity to send attendees item(s) to be used during the virtual happy hour.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Eight free conference registrations.

Virtual Tour & Panel

\$5,000 3 sponsorships available

Two dairy farms and processors will show the critical interdependency of the dairy supply chain and the importance of healthy relationships between farms, processors and retailers.

This sponsorship includes:

- » Dairy Strong host will highlight your sponsorship before presentation.
- » Ability to show a 30-second pre-recorded video about your company.
- » Opportunity to have company logo in daily scrolling banner ad.
- » Six free conference registrations.

Premier Registration Sponsor

\$4,000 1 sponsorship available

This sponsorship includes:

- » Pre-recorded video message can be included in all Dairy Strong registration promotion.
- » Logo and link to company website will be featured on registration promotion.
- » Logo will be featured on registration page for conference.
- » Five free conference registrations.

Manure Processing Panel

\$3,000 2 sponsorships available

This sponsorship includes:

- » Ability to show a 30-second video about your company.
- » Dairy Strong host will highlight your sponsorship before and after keynote.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Four free conference registrations.

Attendee Gift Box Sponsors

\$4,000 2 sponsorships available

Attendees will receive a gift box prior to the conference which will include conference schedule, information, snacks and promotional items from your company.

This sponsorship includes:

- » Opportunity to include your company's swag or information in box mailed to all attendees.
- » Logo featured in all promotion, schedules and on virtual platform sponsorship tab.
- » Five free conference registrations.

Virtual Banner Ad

\$2,000 6 available, 2 each day

Logo featured on rolling banner.

This sponsorship includes:

- » Chance to promote your company to all attendees.
- » Logo featured in all promotion, schedules and on virtual platform.
- » Three free conference registrations.

Dairy Farmer Cash Giveaway

\$1,500 6 sponsorships available

Reward farmers for participating in this great event! Participation required to win. For example, winners will be drawn from farmer attendees who have asked questions or actively engaged.
**Maximum of 2 winners per day.*

This sponsorship includes:

- » Promoted to all participants in advance of the conference.
- » Logo featured in all promotion, schedule and on virtual platform.
- » Two free conference registrations.

GENERAL SPONSORS

GENERAL SPONSORS partner with Dairy Strong and enjoy exposure through the Dairy Strong website, social media and virtual platform.

PLATINUM

\$10,000

This sponsorship includes:

- » Automatic seat on the Dairy Strong Conference Advisory Committee.
- » Logo featured in scrolling banner ad each day.
- » Logo and link on the home page of Dairy Strong website for one year.
- » Live recognition during conference.
- » Video message sent to preregistered and potential attendees.
- » 10 free registrations for Dairy Strong.
- » 16 free farmer registrations to offer your clients.
- » PLUS everything provided to Gold level.

**GET NOTICED
BY HUNDREDS
OF DAIRY
PROFESSIONALS**

GOLD

\$7,500

This sponsorship includes:

- » Logo on footer of Dairy Strong virtual platform landing page.
- » Access to Dairy Strong attendee mailing list.
- » Eight total registrations for conference.
- » 10 free farmer registrations.
- » PLUS everything provided to Silver level.

SILVER

\$5,000

This sponsorship includes:

- » Company logo, description and link on virtual platform sponsorship tab.
- » Logo and link placement on sponsorship page of the Dairy Strong website.
- » Six total registrations for conference.
- » Eight free farmer registrations.
- » PLUS everything for Bronze.

BRONZE

\$2,500

This sponsorship includes:

- » Company name and description on sponsorship virtual platform.
- » Mention on Dairy Strong and affiliated social media platforms.
- » Promotional use of the Dairy Strong logo and art.
- » Three total registrations for conference.
- » Four free farmer registrations.

FRIEND OF DAIRY STRONG

\$1,000

This sponsorship includes:

- » Company name on virtual platform sponsorship tab.
- » Promotional use of the Dairy Strong logo and art.
- » One complimentary registration for conference.
- » Two free farmer registrations.

SECURE YOUR SPONSORSHIP TODAY

CONTACT NICOLE AT NBARLASS@DAIRYFORWARD.COM OR 920-883-0020 X104.

Bring your best customers. Reward loyalty.

The more farmers, the better. Every sponsor receives free passes to offer customers based on level of support. Codes will be sent to your main contact for farmers to register online.

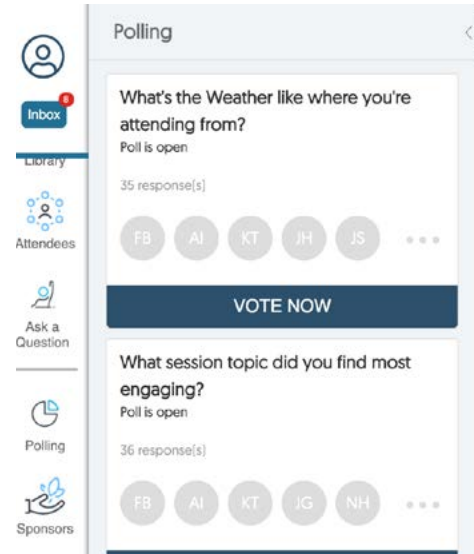
Free customer passes for sponsors:

Friend of Dairy Strong - 2	Gold - 10
Bronze - 4	Platinum - 16
Silver - 8	

ATTENDEE EXPERIENCE

GET A TASTE OF THE VIRTUAL EXPERIENCE below is screenshots of the platform.

ENGAGING



ENGAGING WITH OTHERS IS SEAMLESS

Attendees and sponsors will have the ability to engage with keynote speakers, panelists and presenters. They can submit a question or participate in a poll.

The Dairy Strong virtual platform mimics popular social media platforms, which makes it user friendly



EARLY REGISTRATION By Jan. 1, 2021

Corporate Members

\$150 - Full Conference
\$75 - One-Day Rate

Corporate Non-Members

\$300 - Full Conference
\$150 - One-Day Rate

REGISTRATION AFTER Jan. 1, 2021

Corporate Members

\$200 - Full Conference
\$100 - One-Day Rate

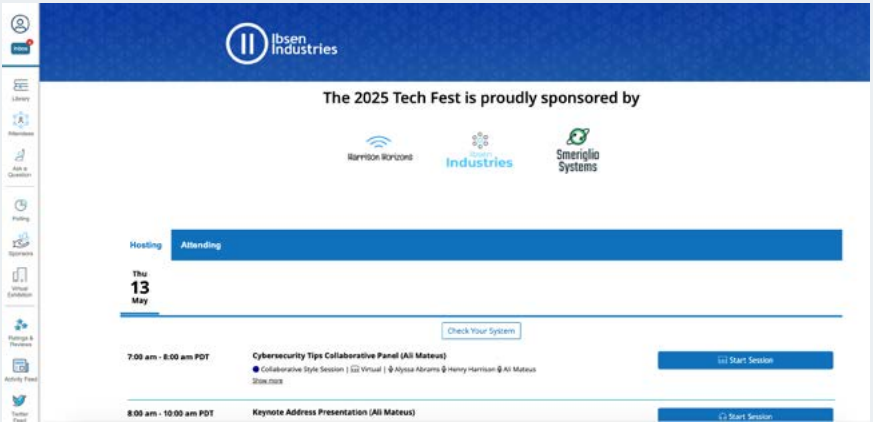
Corporate Non-Members

\$350 - Full Conference
\$200 - One-Day Rate

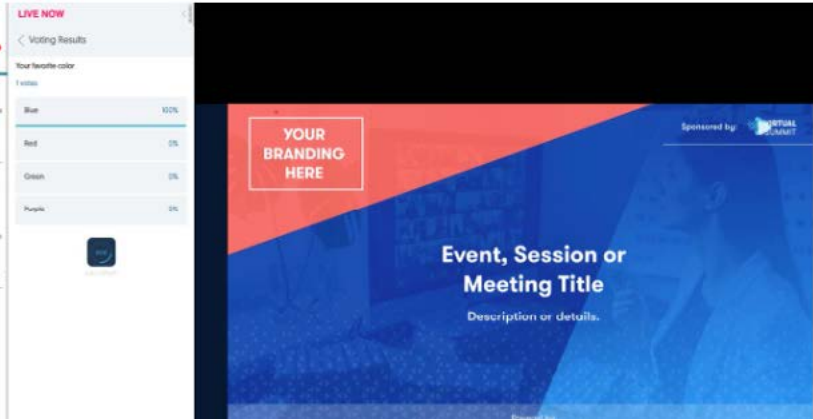
PROFESSIONAL

SIMPLE AND IMPACTFUL

Attendees can easily navigate to view the agenda, sponsors, breakout sessions, bios and more.



FAST FEEDBACK



INSTANT FEEDBACK FROM ATTENDEES

Attendees can give direct feedback following the presentations.

REGISTRATION INFORMATION

YES, I WANT TO PARTICIPATE AS A SPONSOR FOR DAIRY STRONG!

Company Name _____ City _____ State _____ Zip _____

Contact Person _____ Phone _____ Fax _____

Address _____ E-mail _____

Please list all attendees - include names and email addresses

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

SPONSORSHIP LEVEL:

(Please indicate what level and amount):

Yes, I will sponsor: _____

Amount of sponsorship: \$ _____

PAYMENT INFORMATION:

☐ Check enclosed

(Make checks payable to the Dairy Business Association)

☐ Please charge my credit card:

☐ Visa ☐ MasterCard ☐ Discover ☐ American Express

Card Number _____

Exp _____ 3-digit code _____

☐ PLEASE INVOICE ME (Check box if you prefer to be invoiced)

Return this form to:

nbarlass@dairyforward.com

OR

Dairy Business Association
2763 Manitowoc Rd Ste B
Green Bay, WI 54311

QUESTIONS

For more information or questions please contact: Nicole Barlass at (920) 883-0020 x104 or nbarlass@dairyforward.com.

KEEP DAIRY STRONG!

Attendee, sponsor and past keynote speaker messages:

