



December 4, 2017

Dear Spring Dairy Expo Supporter:

The Spring Dairy Expo (SDE), as part of the Ohio Purebred Dairy Cattle Association showcases great dairy cows, dedicated people and the incredible youth that make up Ohio's dairy industry. The 2018 show will be March 29 - 31 at the Ohio Expo Center, Columbus, Ohio, and promises to be greater than ever! It is one of the few times dairy producers of all breeds gather to showcase their herd's genetics while enjoying each other's fellowship, one of the reasons they enjoy the dairy business.

The 2017 SDE had more than 700 animals from 13 states for the show and/or sale. The 2018 SDE will highlight breed sales managed by the Buckeye Dairy Club of The Ohio State University and Jersey Marketing Service, as well as the Mid-West Review Brown Swiss Sale. The 2<sup>nd</sup> *Best of Triple T & Heath Jersey Sale* will also be held at the 2018 event. Friday night's youth showmanship contest, sponsored by the American Dairy Association Mideast, is expected to attract nearly 140 youth. A statewide youth judging contest will be held Saturday morning, and a show Supreme Champion will be crowned as a finale to the event.

You are invited to play a special role in this superb event. The dairy producers you work with daily, providing 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
- Supreme – \$2,500
- Grand – \$1,500
- Reserve – \$1,000
- Honorable Mention – \$500
- Supporting Friend – \$50

You may indicate how you wish your sponsorship to be used. Please indicate your selections on the enclosed sponsorship form. To reserve your special requests, complete the enclosed form and return by February 1, 2018. SDE is operated as a non-profit organization (tax I.D. 34-1575169).

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 2018!

Thank you,

*Angi Kaverman*

Angi Kaverman

SDE – Chairperson

*Julie Zeigler*

Julie Zeigler

SDE – Entries

*Erica Davis*

Erica Davis

SDE – Trade Show

# 2018 Spring Dairy Expo Sponsorship Opportunities

Sponsor Level	Benefits
<b>Platinum - \$4,000</b> Opportunity to be the presenting event sponsor	<ul style="list-style-type: none"> <li>• All publicity will be labeled: <i>Spring Dairy Expo presented by "Your Company's Name"</i></li> <li>• All the benefits of the <b>Supreme</b> level</li> </ul>
<b>Supreme - \$2,500</b> Opportunity to sponsor (one item): <ul style="list-style-type: none"> <li>• Youth Showmanship Classes</li> <li>• Sound System</li> <li>• Show Ring Set-Up</li> </ul>	<ul style="list-style-type: none"> <li>• Booth Space and Welcome Bag</li> <li>• Link on SDE website and logo in program and on banner</li> <li>• Name included in press releases</li> <li>• Full-page ad in program</li> </ul>
<b>Grand - \$1,500</b> Opportunity to sponsor (1 item): <ul style="list-style-type: none"> <li>• Show Program</li> <li>• <b>Supreme Champion</b> Heifer or Cow of Open or Junior</li> </ul>	<ul style="list-style-type: none"> <li>• Booth Space and Welcome Bag item (Literature and/or giveaway distributed to each cattle exhibitor)</li> <li>• Link on SDE website and name or 1/2 page ad in program</li> <li>• Name on banner and in press</li> </ul>
<b>Reserve - \$1,000</b> Opportunity to sponsor (1 item): <ul style="list-style-type: none"> <li>• <b>Breed Show</b> Champion or Reserve Grand Champion Honors -OR- Junior Champion / Reserve Junior Champion</li> </ul>	<ul style="list-style-type: none"> <li>• Booth Space and Welcome Bag item (Literature and/or giveaway distributed to each cattle exhibitor)</li> <li>• Link on SDE website and name or 1/2 page ad in program</li> <li>• Name on banner and in press</li> </ul>
<b>Honorable Mention - \$500</b> <ul style="list-style-type: none"> <li>• Booth Space withing the Trade Show Area (Electric &amp;</li> </ul>	<ul style="list-style-type: none"> <li>• Name in program and banner</li> <li>• Link on SDE website</li> <li>• Welcome Bag = Literature and/or giveaway distributed to each cattle</li> </ul>
<b>Supporting Friend - \$50</b>	<ul style="list-style-type: none"> <li>• Name in program</li> </ul>

[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 (written to *SPRING DAIRY EXPO*) and this form by February 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.

# Spring Dairy Expo Trade Show

## What is included in my booth fee?

- ★ An 8 x 10 booth space located in the Voinovich Building at the Ohio Expo Center
  - Each booth space will have a backdrop curtain and side drapes to separate your space from the adjoining booth.
  - Electrical will be available, but be sure to confirm if you are needing access for your booth. This way we can keep the cost of drops to a minimum.
  - Each booth comes with a table and two chairs.

*Please keep in mind the exhibit area will also house a sale arena, show arena and sale cattle throughout the show. It will be dusty from the shavings used for the animals.*

## Trade Show Hours

Exhibits must be in place by 5 pm Thursday, March 29, 2018. They may be torn down beginning Saturday, March 31 at 1 pm. The staffing of your booth is at your discretion.

## Benefits

In addition to the booth space, your company will receive:

- ★ Link on SDE website
- ★ Name in official SDE program

## Cancellation Policy

Exhibitor may cancel in writing at any time prior to March 1, 2018 (“Cancellation Deadline”) and receive a full refund of the Booth Fees paid to date. To receive a refund, cancellation must be in writing and must be received by SDE on or before the Cancellation Deadline. If the cancellation is made after March 1, 2018 and before March 15, 2018, 50% of the booth fee will be refunded. For any cancellation after the Cancellation Deadline of March 15, 2018, Exhibitor agrees to forfeit all fees paid to Spring Dairy Expo and the booth space may be resold.

If Exhibitor fails to occupy its assigned Display Space and complete the construction of its exhibit by 5 pm by March 29, 2018, SDE shall have the right to cancel this contract without refunding any fees. The parties acknowledge and agree that any cancellation of this Contract after the Cancellation Deadline or due to the Exhibitor’s failure to occupy the Display Space, will result in no fees being refunded.