



# **2012 Annual Convention Sponsor Information Packet**

Dear Potential Sponsor,

The Dairy Farmers of Utah invite you to participate in our Annual Convention on March 7, 8 and 9, 2012 at the Dixie Center in St. George, Utah. Your participation will allow the farmers that represent nearly 100% of the dairy operations in the state of Utah to become more acquainted with your organization and the products/services you offer.

Enclosed you will find more detailed sponsor information including an application. **If you would like your organization to be listed in the convention invitation and registration packet we need to receive your application by December 30<sup>th</sup>, 2011.**

We hope you will be able to join us for this year's convention. We have invited participants that we feel have much to offer the dairy farmers in our state. Feel free to contact us to discuss any questions or concerns you may have. We are looking forward to working further with you.

Respectfully,

*Jenny Harrison*

Jason Bateman, Jeff Hardy, Jenny Harrison  
Dairy Farmers of Utah Annual Convention Sponsor Committee  
(801) 487-9976

Enclosure

# **DAIRY FARMERS OF UTAH 2012 SPONSORSHIP OPPORTUNITIES**

## **MEAL SPONSOR (\$3,500)**

This is the most powerful option for delivering your message to the largest groups. As a meal sponsor you will have the option to work with the convention center catering group to select the menu.

In addition to being recognized at the meal with an opportunity to present your message at the meal, your sponsorship entitles you to:

### *Advertising*

- Your company name and logo prominently displayed on all convention promotional materials:
  - Pre-convention registration mailing
  - On-site schedule of events
- Your company name on [www.dairycouncilutnv.com](http://www.dairycouncilutnv.com)
- Opportunity to place promotional materials on each table place setting
- Opportunity to place promotional materials on the registration table
- Opportunity to place information in the attendee goodie bag

### *Signage*

- Individual signage with your company name and logo to be displayed during the convention

### *Vendor Booth*

- One free exhibitor booth (\$300 value)

## **SPEAKER SPONSOR (\$2,000)**

By sponsoring a speaker, you will be able to deliver your message to the group. This is a great opportunity for you to get your information out to the dairy farmers.

In addition, your sponsorship entitles you to:

- Your company name displayed on the pre-convention registration mailing and the on-site schedule of events
- Your company name on the Dairy Farmers website from December 2011-March 2012
- The opportunity to place information in the attendee goodie bag
- Signage with your company name to be displayed during the conference
- One free exhibitor booth (\$300 value)

## **CONVENTION SPONSOR (\$2,000)**

By sponsoring the attendee tote bags and convention portfolio, you can reach the entire convention with your message and materials.

### *Tote Bags:*

Your company's name and logo printed on tote bags that will be distributed to all attendees at convention registration. Your company's materials, such as product information, samples or coupons may be included in the bag.

### *Convention Portfolio:*

Your company's name and logo printed on the convention portfolio, which is distributed to all attendees at registration. The portfolio contains handouts submitted by program speakers, sponsor and exhibitor information, and the conference schedule.

In addition, your sponsorship entitles you to:

- Company name displayed on registration mailing and on-site schedule of events
- Your company name on the Dairy Farmers website from December 2011-March 2012
- The opportunity to place information in the attendee goodie bag
- Recognition from the podium during a general session.
- Signage with your company name to be displayed during the conference

## **DAIRY BREAK SPONSOR (\$1,000)**

Convention goes love food! By sponsoring the food to accompany a dairy break you can reach attendees with your message and materials in a relaxed environment while they mingle and chat with colleagues and other vendors.

In addition, your sponsorship entitles you to:

- Your company name listed on the registration brochure
- The opportunity to place information in the attendee goodie bag
- Recognition from the podium during a general session.
- Signage with your company name to be displayed during the dairy breaks

## **PRODUCT SPONSOR**

It wouldn't be a dairy convention without plenty of milk, cheese, yogurt and ice cream! By providing product at a dairy break or for meals you will reach every single attendee with your message and materials.

In addition, your sponsorship entitles you to:

- Your company name listed on the registration brochure
- The opportunity to place information in the attendee goodie bag
- Recognition from the podium during a general session.
- Signage with your company name to be displayed during the dairy break

## **SPONSOR INTENT FORM**

Convention sponsorship registration available online at: [www.dairycouncilutnv.com/convention.html](http://www.dairycouncilutnv.com/convention.html)

|                       |
|-----------------------|
| Company Name: _____   |
| Contact Person: _____ |
| Address: _____        |
| City: _____           |
| Telephone: _____      |
| Fax: _____            |
| E-mail: _____         |

### **Sponsorship Opportunities**

*Please check the opportunities of interest to your organization and your financial commitment.*

- Meal sponsor (\$3,500)
- Speaker sponsor (\$2,000)
- Convention sponsor (\$2,000)
- Dairy break sponsor (\$1,000)
- Product sponsor

**Other:** \_\_\_\_\_ **please call to discuss** \_\_\_\_\_

To secure your sponsorship and ensure your placement in the conference registration materials, please return/submit form by **December 30, 2011** to:

Online: [www.dairycouncilutnv.com/convention.html](http://www.dairycouncilutnv.com/convention.html)

or

Utah Dairy Commission

Attn: Jenn Harrison

1213 East 2100 South

Salt Lake City, UT 84106

Office phone: 801.487.9976/Cell phone: 801.918.6815

Office fax: 801.487.6975

Email: [jenn@dairycouncilutnv.com](mailto:jenn@dairycouncilutnv.com)