



DAIRY CATTLE REPRODUCTION COUNCIL

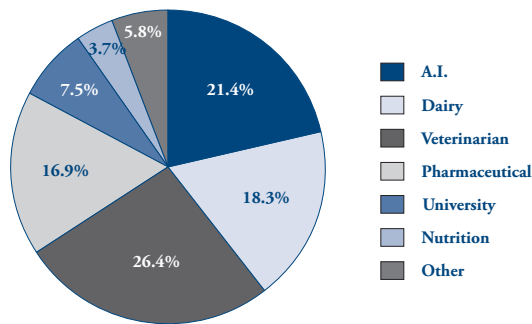
Leading the Dairy Industry for Improved Reproduction

In 2006 a group of industry leaders identified dairy cattle reproductive performance as one of the largest challenges facing dairy producers. The group had witnessed a steady decline in reproductive performance and believed improvements could be realized through proper education and focused research. Thus, the Dairy Cattle Reproduction Council (DCRC) was born.



Gene Boomer
DCRC President

As the chart below illustrates, the DCRC continues to reach all sectors of the dairy industry—researchers and consultants, practitioners and producers—and engages more than 300 members in a collaborative effort to take dairy cattle reproduction technology to the next level.



In 2010 DCRC looks to expand its reach at the annual meeting through new sessions and postmeeting opportunities. By sharing practical and real-life approaches to reproductive management, the DCRC believes improving herd reproduction is an achievable goal.

The 2010 Annual Meeting will be held November 11 – 12, 2010, in St. Paul, Minnesota.

To hold the annual meeting and continue to spearhead the effort to meet one of the industry’s largest challenges head on, **sponsorship is critical**. Your support provides an outstanding opportunity to promote your company while connecting with all sectors of the industry to proactively seek ways to improve reproduction.

The next page outlines our current sponsorship levels and the ways you can contribute to our efforts. Please note that we have added new sponsorship levels and award sponsorships which will recognize producers with exceptional herd reproduction.

Please feel free to contact me at 559-786-4235 or gene.boomer@churchdwright.com to discuss DCRC sponsorship further. I look forward to hearing from you.

Sincerely,

Gene Boomer, DVM
DCRC President



DAIRY CATTLE REPRODUCTION COUNCIL

2010 DCRC Sponsorship Levels

All **sponsors** will be recognized in DCRC convention signage and listed in the meeting proceedings.

CHARTER: \$10,000+

- Logo on DCRC Web site with link to corporate site
- Logo and sponsor-supplied research in DCRC e-newsletter
- Three complimentary meeting registrations
- Full-page advertisement in meeting proceedings
- Pre- and postmeeting attendee list

FOUNDATION: \$5,000 – \$9,999

- Logo on DCRC Web site with link to corporate site
- Two complimentary meeting registrations
- Half-page ad in meeting proceedings
- Postmeeting attendee list

SUPPORTER: \$2,500 – \$4,999

- Company listed on DCRC Web site
- One complimentary meeting registration

PATRON: \$1,000 – \$2,499

- Company listed on DCRC Web site

CONTRIBUTOR: \$500

- Only for veterinary clinics and dairy farms
- Company listed on DCRC Web site

Why should I sponsor DCRC?

- >> National recognition of your company
- >> Ability to network with industry-leading veterinarians and dairy producers
- >> Actively commit to reversing the negative trends of dairy cattle reproduction

2010 National Dairy Reproduction Awards

In 2009 the first-annual National Dairy Reproduction Awards were presented to dairy herds with outstanding reproduction. These dairies illustrated how reproductive protocols can successfully be implemented to achieve high reproductive efficiency. This program will continue in 2010.

- Producers will be nominated by an on-farm consultant using an abbreviated, one-page form.
- Selected applicants will work with their nominator to complete a more detailed application form.
- Applications will be evaluated on reproductive efficiency, overall reproductive herd health and innovation.
- Platinum, gold and silver winners will be recognized at the 2010 Annual Meeting.
- Platinum award winners will receive recognition, and complimentary registration and lodging, at the DCRC Annual Meeting. They will also serve on a producer panel during the meeting.
- All platinum, gold and silver winners will receive a complimentary one-year DCRC membership.
- Sponsorship levels for the Reproduction Awards are as follows:

Platinum Sponsorship: \$5,000, Gold Sponsorship: \$3,000 and Silver Sponsorship: \$1,500.

Sponsor the DCRC and National Dairy Reproduction Awards

To be a sponsor of the 2010 DCRC Annual Meeting or Reproduction Awards, please call (262) 563-5100 and ask for Casey Hushon or send an e-mail to info@drcouncil.org.