



DAIRY CATTLE REPRODUCTION COUNCIL

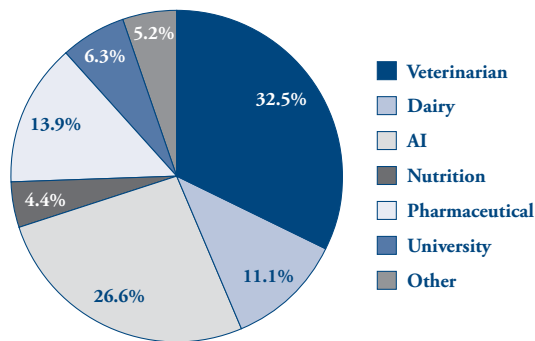
Leading the Dairy Industry for Improved Reproduction

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.



Ricardo C. Chebel
DCRC President

As the chart below illustrates, the DCRC now spans all dairy industry professionals—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 the upcoming year the DCRC looks to expand their reach by holding two regional meetings with a producer-based focus. By sharing practical and real-life approaches to reproductive management, the DCRC believes improving herd reproduction is an achievable goal.

The 2009 Regional Meeting dates and locations are as follows:

- Minneapolis, Minnesota – November 12 & 13
- Boise, Idaho – November 19 & 20

To hold both meetings and 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 559-244-9507 or rcchebel@ucdavis.edu to discuss DCRC sponsorship further. I look forward to hearing from you.

Sincerely,

Ricardo C. Chebel, DVM, MPVM
DCRC President



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2009 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

New National Dairy Reproduction Award

In 2009, the first-annual National Dairy Reproduction Award will be presented to honor dairy producers from across the United States who have successfully implemented management procedures and achieved high reproductive efficiency.

- 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 a 2009 Regional Meeting.
- Platinum award winners will receive recognition, and complimentary registration and lodging, at a DCRC Regional 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.

Sponsor the National Dairy Reproduction Award

To be a sponsor of the 2009 DCRC Regional Meetings or Reproduction Awards, please call (262) 563-5100 or send an e-mail to info@drcouncil.org. **Platinum Sponsorship: \$5,000, Gold Sponsorship: \$3,000 and Silver Sponsorship: \$1,500.**