

DAIRY CATTLE REPRODUCTION COUNCIL



2018 SPONSORSHIP OPPORTUNITIES

WHO WE ARE

The Dairy Cattle Reproduction Council (DCRC) is focused on bringing together all sectors of the dairy industry – producers, veterinarians, consultants, researchers and allied industry professionals – for improved reproductive performance. This provides the opportunity for all these varied groups to work together to take reproduction to the next level.

SERVING OUR MISSION AND MEMBERSHIP

To be the leading resource for dairy reproduction information, while fostering unprecedented interaction among producers, consultants, industry and research professionals.

ANNUAL MEETING

The DCRC Annual Meeting gathers 250+ attendees representing the best and brightest in the dairy cattle reproductive industry.

REPRODUCTION AWARDS

Since 2009 DCRC has honored dairy producers who have placed great emphasis on their reproduction program with great results. Between 15 and 25 herds are selected each year to receive a Platinum, Gold, Silver, or Bronze award based on their herds' reproductive performance in a program sponsored with Hoard's Dairyman.

WEBINARS

DCRC hosts six or more webinars each year, sharing educational information from the annual meeting through a webinar series. Most are in English, with occasional webinars in Spanish and Portuguese. All webinars are posted on the DCRC website following the initial showing.

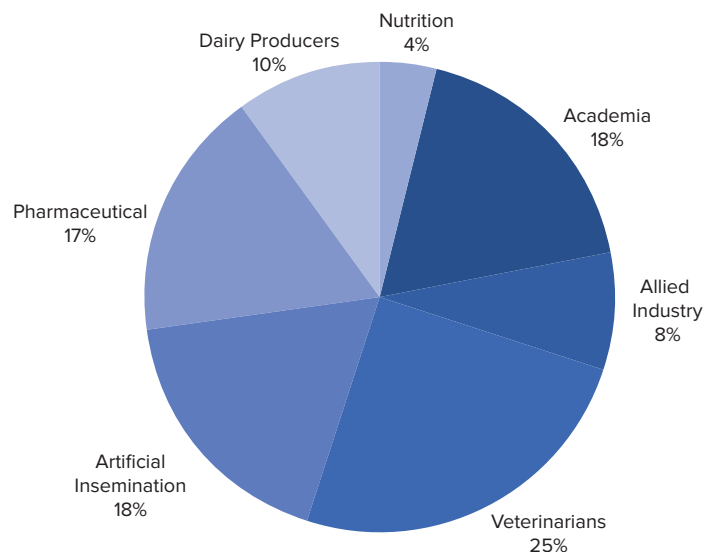
RESOURCE MATERIALS

The DCRC offers presentations and proceedings from previous annual meetings as resources for its membership. There is member-only access to the materials. DCRC is committed to providing relevant information and tools to help improve reproductive efficiency on the farm.

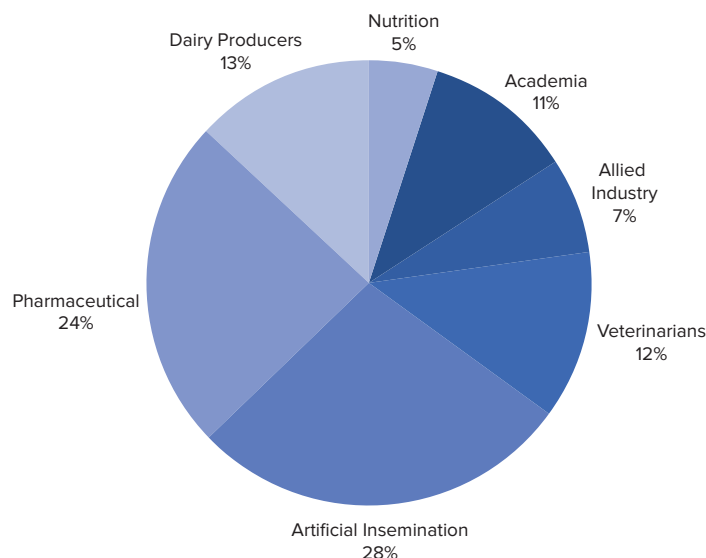
E-NEWSLETTER

Six times per year members receive an e-newsletter with the latest research in dairy reproduction and articles focused on reproductive management techniques and technology. Also included is information on DCRC activities and other valuable industry information.

2017 DCRC MEMBERSHIP



2017 DCRC MEETING ATTENDANCE



DCRC sponsorships provide companies with many benefits to get their message to producers, consultants, veterinarians, researchers and other key groups. There are four sponsor levels. Plus, there are additional sponsorship opportunities beyond these sponsor levels AND a sponsor must be at the bronze level and above to select from that menu of opportunities.

ANNUAL SPONSORSHIP LEVELS:

PLATINUM: \$15,000

- Promotion on DCRC website
- Promotion through DCRC social/digital media platforms
- Promotion in annual meeting materials
- DCRC website banner ad placement for one year
- One feature in the DCRC E-newsletter with company-supplied research
- Exclusive sponsorship of two DCRC webinars in 2018
- Sponsorship of one speaker at the annual meeting
- Complimentary preconference meeting space for your company meeting if required
- Annual Meeting recognition
 - 12 meeting registrations – four for sponsoring company representatives and eight for dairy consultants, veterinarians and/or producers
 - Podium announcements, Powerpoint slide at general sessions and sponsor signage
 - Full-page meeting ad in attendee packet
 - Attendee list

GOLD: \$10,000

- Promotion on DCRC website
- Promotion through DCRC social/digital media platforms
- Promotion in annual meeting materials
- DCRC website banner ad placement for one year
- Sponsorship of one speaker at the annual meeting
- Exclusive sponsorship of one DCRC webinar in 2018
- Complimentary preconference meeting space for your company meeting if required
- Annual Meeting recognition
 - Six meeting registrations – two for sponsoring company representatives and four for dairy consultants, veterinarians and/or producers.
 - Podium announcements, Powerpoint slide at general sessions and sponsor signage
 - Half-page meeting ad in attendee packet
 - Attendee list

SILVER: \$5,000

- Promotion on DCRC website
- Promotion through DCRC social/digital media platforms
- Promotion in annual meeting materials
- Annual Meeting recognition
 - Three meeting registrations – one for sponsoring company representative and two for dairy consultants, veterinarians and or producers
 - Podium announcements, Powerpoint slide at general sessions and sponsor signage
 - Attendee list

BRONZE: \$1,000

- Promotion on DCRC website
- Promotion through DCRC social/digital media platforms
- Annual Meeting recognition
 - Podium announcements, Powerpoint slide at general sessions and sponsor signage

ADDITIONAL MEETING SPONSORSHIP OPPORTUNITIES

Please note: All sponsorship opportunities listed below require a minimum qualifying bronze-level DCRC annual sponsorship to secure.

DAY 1 EVENING WELCOME RECEPTION: \$3,000 (PLUS FOOD AND BEVERAGE COST)

- Hosted prior to the start of the annual meeting
- Sponsor may have signage and materials available for attendees
- Please discuss specific details with DCRC Staff

DAY 2 BREAKFAST SEMINAR: \$2,000 (PLUS FOOD AND BEVERAGE COST)

- Presentation on approved topic to attendees
- Sponsor may have signage and materials available for attendees
- Please discuss specific details with DCRC Staff

DAY 2 AWARDS PROGRAM/LUNCH: \$2,000 (PLUS FOOD AND BEVERAGE COST)

- Sponsor may have signage and materials available for attendees

BREAKOUT SESSION SPONSOR: \$800

- Sponsor will have signage for corresponding session at meeting room

FULL-PAGE AD IN DCRC ONLINE PROCEEDINGS: \$500

OTHER MISCELLANEOUS SPONSORSHIPS AVAILABLE:

- Milk breaks -- \$800 each
(Three available – day 1 afternoon, day 2 morning and day 2 afternoon).
- Attendee bags *(with DCRC and sponsor logo)* -- \$1,500
- If you have a sponsorship idea not listed in this proposal, please contact DCRC Staffers Den or Sandy Gardner to discuss your novel idea.

PRECONFERENCE SEMINARS

For the first time, DCRC held a very successful series of preconference seminars in 2017. Those seminars will continue at the start of Day 1 at the 2018 meeting. Companies that participated in the 2017 program will have a right of first refusal for 2018 and will notify DCRC staff about their decision by March 1, 2018. To participate in the preconference seminar offerings below requires a minimum qualifying bronze-level DCRC annual sponsorship.

FOLLOWING IS THE FORMAT AND OFFERINGS FOR THE DAY 1 MORNING PRECONFERENCE SEMINARS (TIMES APPROXIMATE):

8 a.m. – 9 a.m. – Continental Breakfast: \$1,500
(Plus food and beverage cost)

9 a.m. – 9:50 a.m. – Session One: \$1,500

10 a.m. to 10:50 a.m. – Session Two: \$1,500

11 a.m. to 11:50 a.m. – Session Three: \$1,500

Noon to 1:10 p.m. – Lunch Symposium: \$1,500
(Plus food and beverage cost)

PLEASE CONTACT DCRC STAFF FOR FURTHER DETAILS.