

DAIRY CATTLE
REPRODUCTION
COUNCIL

DCRC

2025-2026 Sponsorship Opportunities

126 W Main Street
New Prague, MN 56071
(952) 758-2395

Kristy Mach, Executive Director
kristym@drcouncil.org

Sue Schatz, Member Services Director
sue@drcouncil.org

www.drcouncil.org



At A Glance

DCRC sponsorships provide companies with many benefits to get their messages to producers, consultants, veterinarians, researchers and other key groups who producers lean on to help with their decision making.

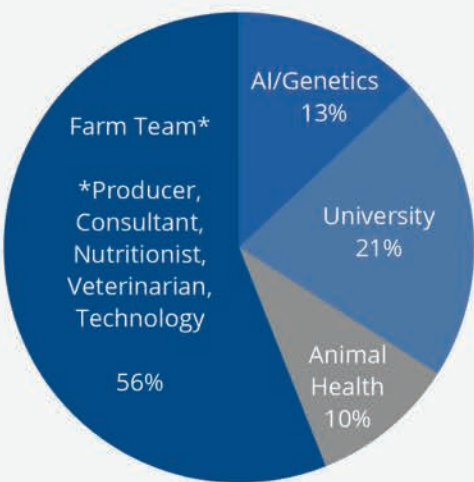
Total Members

320+ members
28 countries

Membership Breakdown

- Member = 209
- E-Member = 25
- DCRC Award = 52
- Students = 27
- Media = 7

Top Affiliations



Social Following

f 4,268 Followers

X 2,731 Followers

in 6,662 Followers

Annual Website Views

77,260 views
11,953 users

Top Pages

- DCRC Homepage
- Protocols Page
- Member Center
- Annual Meeting Page

Top Geographic Locations

- United States
- Canada
- United Kingdom
- Singapore
- Netherlands

Webinars

- Bi-monthly Webinars Offered
- RACE approval available
- Sponsor receives:
 - registration report
 - attendee report
 - survey report
 - Q&A report
- Archived for viewing in member center

ENewsletter

- Distributed bimonthly (six issues per year)
- 1,100+ annual views

Annual Meeting

8 countries
25 U.S. states
2 Canadian provinces



Excellence in Dairy Reproduction Awards

147 nominations
24 award winners

GLOBAL NOMINATIONS

USA, Canada, Italy and UAE

STATES REPRESENTED

Arizona, California, Connecticut, Idaho, Illinois, Iowa, Kansas, Minnesota, New York, New Mexico, Ohio, Pennsylvania, South Dakota, Texas, Washington and Wisconsin

2,911 cows
Average Herd Size



Sponsorship Levels

All DCRC sponsorship levels include:

- *Promotion on DCRC website*
- *Promotion through DCRC social/digital media platforms*
- *Promotion in annual meeting materials*
 - *Podium announcements, general sessions promo slide and signage*

Each level is determined by your sponsorship spend. For example, two webinars at \$3,500 each, one newsletter at \$1,500 plus DCRC repro awards at \$3,000 equals \$11,500, which is a Gold Level sponsor.

Sponsors receive these additional benefits at each level:

G GOLD LEVEL \$10,000

- DCRC website banner ad placement for one year **(\$6,000 value)**
- One feature in the DCRC e-newsletter with company-supplied research **(\$1,500 value)**
- Sponsorship of one speaker at the annual meeting **(\$1,000 value)**
- Provide two handouts to annual meeting attendees **(\$1,000 value)**

S SILVER LEVEL \$5,000

- DCRC website banner ad placement for six months **(\$3,000 value)**
- Sponsorship of one speaker at the annual meeting **(\$1,000 value)**
- Provide one handout to annual meeting attendees **(\$500 value)**

B BRONZE LEVEL \$2,500

- DCRC website banner ad placement for three months **(\$1,500 value)**
- Provide one handout to annual meeting attendees **(\$500 value)**



2025 Meeting Opportunities

November 11-13, 2025, Middleton, Wisconsin - 200 attendees (projected)

- **DCRC Excellence in Dairy Reproduction Awards - \$3,000**
 - Each year DCRC honors the best of the best, dairy producers who have successfully implemented management procedures that have achieved high reproductive efficiency. This program awards producers in both Holstein and non-Holstein categories.
 - *Hoard's Dairyman* is the exclusive media sponsor of the DCRC Excellence in Dairy Reproduction Awards.
 - Award winners will receive apparel embroidered with DCRC and sponsor logos.
- **Pre-Conference Session - \$3,000**
 - Tuesday, November 11, 3:00-3:50 pm
 - Kick off the DCRC Annual Meeting by providing your speaker(s) for a 50-minute presentation on a topic of your choice. This is your time to highlight how your reproduction products and/or services will benefit the industry and producer operations.
- **Tour**
 - General Sponsorship: \$500
 - Tour Lunch: \$1,000
 - J. Henry & Sons bourbon tour and tasting: \$1,000
- **Poster Viewing and Tuesday Evening Welcome Reception - \$4,500**
 - Held during the Tuesday evening welcome reception in the poster area.
 - Sponsor logo will be placed on individual QR code posters. QR code links to a short video describing the poster research.
 - Sponsor logo will be placed on the online poster page where the videos are placed.
 - Each attendee receives one drink ticket and heavy appetizers will be served.
 - Sponsor may have signage and materials available for attendees.
 - Please discuss specific details with DCRC staff.
- **Thursday Breakfast Seminar - \$5,000 (one available)**
 - Presentation (up to 30 minutes) on approved topic to attendees.
 - Sponsor may have signage and materials available for attendees.
 - Please discuss specific details with DCRC staff.
- **Plenary Sponsor - \$2,500 (three available)**
 - Sponsor representative may address the audience for 5 minutes and introduce the speaker, field Q&A.
 - Sponsor may have signage for corresponding session outside meeting room.
- **Breakout Session Sponsor - \$1,000 (six available; included with a Gold or Silver level sponsorship)**
 - Sponsor representative may address the audience for 5 minutes and introduce the speaker, field Q&A.
 - Sponsor may have signage for corresponding session outside meeting room.
- **Milk Breaks - \$750 (three available - sponsor may provide signage and branded cups and napkins)**
 - Wednesday morning, Wednesday afternoon and Thursday morning
- **Printed Promotional Items (provided by sponsor)**
 - **Attendee Bags: \$1,000**
 - **Notebooks: \$500**
 - **Pens: \$500**
 - **Handouts: \$500**
- **Student Membership Sponsorship**
 - Support the next generation in dairy cattle reproduction! Sponsorships are available to offset \$25 student membership fees. Contact DCRC staff with the number of students you wish to sponsor. In August, colleges will receive details and students can use your company name as their promo code.

General Opportunities

Webinar, Ask the Experts and How-to videos are promoted by:

- DCRC-created newsletter sent to our media contacts (approximately 100)
- Sponsor-provided social media posts on all DCRC social channels
- Email sent to DCRC members
- Sponsor receives registration list, attendee list, custom survey results and poll results (only available for webinars)

W WEBINAR SPONSORSHIP \$3,500

- Four Available - Quarterly Webinars Offered
- Quarters chosen on a first-come, first-served basis
- Sponsor chooses topic and speaker(s)
- RACE approval for webinars is available if information is provided to DCRC staff at least 60 days in advance of webinar date

A ASK THE EXPERTS \$3,000

- 20-minute, live presentation about a sponsor-selected topic streamed on the DCRC Facebook page, LinkedIn page and YouTube channel
- Placed on the DCRC website under the "Education" tab
- Sponsor provides topic and speaker(s)

H HOW-TO VIDEO \$3,000

- 20-minute, live or recorded presentation about a sponsor-selected topic streamed on the DCRC Facebook page, LinkedIn page and YouTube channel
- Placed on the DCRC website under the "Education" tab
- Sponsor provides topic and speaker(s)

E ENEWSLETTER \$1,500

- Provide a company-supplied research article of up to 800 words
- Newsletters are deployed the first week of even months

S SOCIAL MEDIA MARKETING \$500

- Promotion on various social platforms - one post per month
- Contact the DCRC staff for a complete list of options



FACEBOOK

- 4,268 Followers



TWITTER

- 2,731 Followers



LINKEDIN

- 6,662 Followers

W WEBSITE BANNER AD \$500

- One month display of sponsor-provided banner ad and linked to URL of choice