



The Michigan Holstein Association will be hosting the 2018 National Holstein Convention in Traverse City, Michigan, June 29- July 3, 2018. Traverse City and the surrounding counties are the Cherry Capital of the World. Michigan has some of the greatest lakeshores and vacation places in the US. Our theme is **EXPLORE THE SHORE** *Michigan Holsteins and More*. Michigan's dairy industry is growing in both milk production and processing capacity. Since the year 2000, milk production in Michigan has increased by over 80% while cow numbers increased 36%. The state ranks second nationally in in milk production per cow at an average 25,130 pounds per cow in 2015.

On behalf of the Michigan Holstein Association, we would like to invite you to partner with us as a sponsor of the 2018 convention. Sponsorships from companies like yours help to keep the costs reasonable for attendees. This is an opportunity to promote your company to nearly two thousand dairy enthusiasts. There will be farm and non-farm tours, seminars, contests and other activities for junior and senior Holstein members. And we can't forget the annual business meeting of the Holstein Association USA, the National Convention Sale and all the award presentations.

If you would like to be a sole sponsor for a single major event, we can discuss the possibility and details with you further. Also sponsors may be spread the payment over the next two years (2017/2018) which helps offset the costs of pre-convention expenses.

Your sponsorship will help assure the success of the 2018 National Holstein Convention. Enclosed please find more information on the sponsorship levels. Please do not hesitate to contact us with any questions or concerns. We look forward to speaking with you at your earliest convenience.

On behalf of the finance committee we would like to thank you in advance for financial support.

Sincerely,

Kevin & Dana Sue Kirk

Sponsorship Co-Chairman

Kevin: 989-292-2005, Kevinkirk1608@gmail.com

Dana: 989-224-4735, d.s.kirk52@gmail.com

Sponsorship Committee

Sheila Burkhardt - Velmar Green - Paul Trierweiler - Brian Troyer - John Weller

Enclosures: Sponsorship Levels & National Holstein Convention Response Form



2018 National Holstein Convention Sponsorship Levels

DIAMOND SPONSOR (\$25,000 and above)

- Major event sponsor
- *Prime* position in the Official Souvenir Program w/a full-page four color ad
- Booth space at the Trade Show
- Prominent signage throughout the Convention and Dairy Bar
- Premium location of banner ad on convention website with company links and in social media
- Ability to place promotional materials in registration packet for convention attendees
- Name recognition in the Official Souvenir Program

PLATINUM SPONSOR (\$15,000-\$24,999)

- Major event sponsor
- Full-page, four-color ad in the Official Souvenir Program
- Booth space at the Trade Show
- Prominent signage throughout the Convention and Dairy Bar
- Deluxe coverage on convention website with company links and in social media
- Ability to place promotional materials in registration packet for convention attendees
- Name recognition in the Official Souvenir Program

GOLD SPONSOR (\$10,000-\$14,999)

- Event sponsor
- ½-page, four color ad in the Official Souvenir Program
- Booth space at the Trade Show
- Signage throughout the Convention and Dairy Bar
- Exposure on con convention website with company links and in social media
- Ability to place promotional materials in registration packet for convention attendees
- Signage at sponsored event and name recognition in the Official Souvenir Program

SILVER SPONSOR (\$5,000-\$9,999)

- ½-page, four-color ad in the Official Souvenir Program (*or booth space*)
- Sponsor signage throughout the Convention
- Exposure on convention website and in social media
- Ability to place promotional materials in registration packet for convention attendees
- Name recognition in the Official Souvenir Program

BRONZE SPONSOR (\$2,500-\$4,999)

- ¼-page, four-color ad in the Official Souvenir Program
- Sponsor signage throughout the Convention
- Exposure on convention website and in social media
- Name recognition in the Official Souvenir Program

PEWTER SPONSOR (\$1,000-\$2,499)

- Business card ad in Official Souvenir Program
- Name recognition on convention website, social media and listed in the Official Souvenir Program

DONOR (Under \$1,000)

- Name recognition on convention website, social media and listed in the Official Souvenir Program

For All Levels...Other Benefits Negotiable with Sponsorship/Finance Committee



2018 National Holstein Convention Response Form

Business Name: _____

Contact Person: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone Number: _____ Fax Number: _____

Email: _____

Web Site Address: _____

Please Indicate Your Sponsorship Level

Sponsorship Level (Check One)

- Diamond (\$25,000+)
- Platinum (\$15,000-\$24,999)
- Gold (10,000-\$14,999)
- Silver (\$5,000-\$9,999)
- Bronze (\$2,500-\$4,999)
- Pewter (\$1,000-\$2,499)
- Donor (Under \$1,000)

Sponsorship Amount

Check if you need an invoice sent. If you would like to be an anonymous donor.

Enclose check payable to: Michigan Holstein Association 2018 Convention

Mail Completed Form and Payment To: Kevin Kirk, 1608 E. Silvers Rd., Saint Johns, MI 48879

If you have any questions, please contact:

Kevin Kirk: 989-292-2005, kevinkirk1608@gmail.com | Dana Sue Kirk: 989-224-4735, d.s.kirk52@gmail.com

Sponsorship Committee

Sheila Burkhardt - Velmar Green - Paul Trierweiler - Brian Troyer - John Weller

Thank You for Your Support