

2024 Sponsorship Opportunities

calfandheifer.org



**STRONG FOUNDATIONS
for BRIGHT FUTURES**

April 9-11, 2024 | Westminster, Colorado



DCHA DAIRY CALF
& HEIFER
ASSOCIATION

www.calfandheifer.org

Who We Are

Founded in 1996, the Dairy Calf and Heifer Association is the only organization focused on producers and managers raising dairy calves and replacement heifers. DCHA's focus is to provide the platform for sharing best practices, peer learning, networking and unbiased industry expertise. We will continue to collaborate, grow and evolve to meet the growing needs of the dairy industry.

Our Purpose

Calf and heifer growers partnering with allied industry and academia dedicated to growing high-quality replacement heifers and dairy beef.

Our Mission

To assist members (calf, heifer and dairy/beef producers) in improving their herd health and profitability by providing leading edge Gold Standards and "best practices" information, as well as industry-leading networking opportunities.

Member Benefits

- Unbiased information for those with a vested interest in the calf and heifer segment of our industry.
- Networking opportunities to learn from other calf and heifer raisers and industry professionals.
- Performance and sustainability of calf and heifer raising.
- Access to timely and accurate information and technology.
- Involvement in and access to the DCHA Gold Standards for calf and heifer raising programs.
- Leadership and management skill building opportunities.
- Connections that count when it comes to research, product development, services and expertise.
- Commitment to enhancing the expertise, collaboration and success of all involved.

Gold Standards

The Dairy Calf and Heifer Association Gold Standards are the industry benchmarks and best management practices for raising dairy calves and heifers. This 20-page integrated format includes with all ages in one document — with welfare and best management standards. The new Gold Standards includes quick visual reference information and design enhancements. The Gold Standards are available in English or Spanish to DCHA members only.



Sponsorship Opportunities

Each sponsorship level includes:

- Year-round recognition on the DCHA website with company contact information linked to your website
- Recognition (listing) in DCHA's Heifer Notes, published by *Hoard's Dairyman*
- Recognition at annual conference in all printed materials
- One year complimentary DCHA Young Stock Alley page (\$500 value)

Diamond Level

- Annual spending totaling \$15,000 or more
- Complimentary full-page advertisement in conference Resource Guide (\$1,000 value)
- Complimentary 8'x16' conference trade show booth and two complimentary conference registrations (\$2,900 value) or four complimentary conference registrations (\$2,200 value)
- Twelve months complimentary DCHA website banner ad (\$6,000 value)

Platinum Level

- Annual spending totaling \$10,000 - \$14,999
- Complimentary full-page advertisement in conference Resource Guide (\$1,000 value)
- Complimentary 8'x8' conference trade show booth (\$1,550 value) or two complimentary conference registrations (\$1,100 value)
- One complimentary annual conference registrations (\$550 value)
- Six months complimentary DCHA website banner ad (\$3,000 value)

Gold Level

- Annual spending totaling \$7,500 - \$9,999
- Complimentary half-page advertisement in conference Resource Guide (\$600 value)
- Complimentary 8'x8' trade show booth (\$1,550 value)
- Three months complimentary DCHA website banner ad (\$1,500 value)

Silver Level

- Annual spending totaling \$3,000 - \$7,499
- Complimentary half-page advertisement in conference Resource Guide (\$600 value)

Bronze Level

- Annual spending totaling \$1,000 - \$2,999
- All benefits listed at top of this page

***** Choose a combination of conference and year-round sponsorships to achieve a sponsorship level *****



Sponsorship Opportunities

Heifer Notes

- \$3,250 for Q3 or Q4
- Printed and distributed in Hoard's Dairyman
- Sponsor provides a 300 word educational article

Webinars

- \$3,000 each or \$5,000 for one in English and the same in a foreign language, scheduled at a different time.
- Two available per month on the first or third week of the month

Engage with people throughout the industry by providing them education on a current topic relevant to raising quality dairy calves and heifers. This includes your professional presenting the topic for 45 minutes and a 15-minute question and answer hosted by your representative. Sponsorship includes 30-minute PowerPoint slides promoting your company prior to webinar, DCHA social media, email, DCHA website and news release promotion.

Average number registered

327

Calf Chats

- \$3,000 each
- Two available per month on the second or fourth week of the month

Livestream presentation available on the DCHA Facebook, LinkedIn and YouTube channels. Engage with over 30,000 of our followers! Sponsor provides industry experts to educate about a current dairy calf and heifer topic or "how to" do a task correctly on the farm.

Facebook

Average Reach	Average Total Minutes Viewed
10,009	1,175

LinkedIn

Average Views	Average Total Minutes Viewed
814	1,345

Enewsletter

- \$1,500 each
- Two available per month on the second or fourth Wednesday of the month

One custom, fully sponsored enewsletter to DCHA members and industry representatives, which is over 7,000 contacts. All content to be provided by sponsor and edited at the discretion of DCHA staff.

Click rate	Open rate
4.7%	46%
Industry average	Industry average
2%	42%

Young Stock Alley

- Included in all sponsorships

Create your own branded listing, which may include images, documents, a video and URL to your website on the DCHA website to highlight your calf-and-heifer-specific products.



Annual Conference & Trade Show

April 9-11, 2024

The Westin Westminster, Westminster, Colorado

Estimated attendance: 400 in-person and 250 virtual - representing over 8 million head of cattle

**** NEW IN 2024 - Spanish Pre-Conference Sessions****

Regardless of farm demographics or structure, every farm relies on people to thrive. Labor shortages across America cause some farms to struggle to attract new and retain employees. The Spanish track pre-conference sessions were created to enhance DCHA's commitment to assist member calf, heifer, and beef on dairy producers in improving the growing needs of the dairy industry by providing tools for workforce development and "best practices" information as well as industry-leading networking opportunities for dairy owners, managers and farm personnel.

Spanish Pre-Conference Session Sponsor Option - \$3,500 each

Sponsorship includes opportunity to introduce speaker, signage/branded banner ups (sponsor provides), recognition in Resource Guide, website and social platforms

Pre-Con Spanish Session 1:00-1:50 p.m.	Rodolfo Nava	NM NewCan	Leadership Tailwinds and Headwinds
Pre-Con Spanish Session 2:00-2:55 p.m.	Lautaro Rostoll Cangiano	UW Madison	Science-backed Evidence-Colostrum Management

**** NEW IN 2024 - Simultaneous interpretation in Spanish for ALL sessions ****

Demonstrating DCHA's commitment to our industry's leadership and dedication to providing high-quality development opportunities for dairy employees.

All sessions are being broadcast over Zoom. Sponsor logo will be placed on broadcast frame for viewers.

2024 DCHA Keynote Speaker: Ashley Machado, M Well

Keynote Session Sponsor: \$7,500

Exclusive sponsorship benefits include:

Introduce Ashley before her session
Provide signage for stage
Logo on all pre-session slides
Logo on screen during session
Ability to place items on each chair for session
Provide video up to 20 seconds to post on DCHA social channels
Mention in email blast to DCHA contacts with link to your website
Logo on all social media posts for keynote

Ashley is scheduled to present a follow-up webinar in May 2024.
Sponsor will be recognized on slides before we begin and can introduce Ashley.



Join Your Mental Health Toolbox

Ashley Machado grew up in the dairy industry and is the wife to a calf rancher/almond farmer in California. She will guide attendees through a series of practical mental health tools in a relatable way, providing tangible strategies to address the unique challenges faced by those in the agricultural industry. You'll discover actionable tips to cultivate resilience, manage stress, stop burnout before it starts and prioritize mental well-being. Attendees will leave equipped with tools they can immediately implement, fostering a healthier mindset for themselves and their communities.

General Session Sponsor Option - \$3,500 each <i>Sponsorship includes opportunity to introduce speaker, signage/branded banner ups (sponsor provides), recognition in Resource Guide, website and social platforms</i>		
General Session Two		
<i>Calf Care & Quality Assurance program-Best management guidelines for the calf raising sector</i>		
Emma Mulvaney, moderator Austin Flores Tera Barnhardt Rodolfo Nava	Associate Director, BQA Programs Grimmius Cattle Company, Inc., CA Barnhardt Veterinary Services, KS NM NewCan, LP, NM	SOLD
General Session Three		
<i>Pending</i>		
Kevin Dhuyvetter-Elanco	Kevin Dhuyvetter-Elanco	Pending SOLD

Conference Session Sponsor Option - \$2,000 each session or \$5,000 each track <i>DCHA will record all sessions. The recordings will be available for the sponsor after the conference in the DCHA member center</i>		
Wet calf/Weaning Track		
Geof Smith	Zoetis	Best practices for disease prevention.
Mike Ballou	Texas Tech University	Transition milk: What is it and should all calves be fed some form of "transition" milk?
J Hall Jesus Segura	Hall's Calf Ranch, WI Barrington & Hibrighton Dairy, GA	Producer Panel:
Post-weaning/Reproduction Track		
Tom Tlyutki	Ag Modeling and Training Systems	She's weaned. Now what do we do?
JP Martins	University of Wisconsin-Madison	Pending
Jason Anderson, moderator	Progressive Dairy Solutions, DCHA west regional director	Producer Panel
Doug Scholten Vance Kells	Brightwater Cattle Co., CO Circle Bar Heifer Ranch, LLC, KS	
Beef Cross Track		
Taylor Engle SOLD	4 Star Veterinary Service, LLC	Calf vet perspective on liver abscesses
Nick Hardcastle SOLD	Cargill	Beef on dairy cattle: Industry benefits and opportunities
Pending SOLD		Producer Panel: Building your Best Beef Cross from Birth to Butcher

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TOUR SPONSORSHIPS

Farm Tour - 5 Rivers Cattle Feeding, Kuner Feedlot

Each tour will have a maximum of 55 tourists

Bus sponsorship	\$2,500	Welcome tourists onto bus and address them on the bus for 10 minutes. ** In lieu of 10-minute address, sponsor may do some sort of fun activity **
Welcome sponsorship	\$1,500	As attendees get off the buses, welcome them to the farm and introduce the producer host. Includes on-farm signage* (sponsor provides)
Demonstration sponsorship	\$2,500	Demonstrate how your product(s) can enhance a producer's operation during a rotation at the farm tour. Length of demonstration to be determined.

5280 Cattle Company, Ault, CO

Each tour will have a maximum of 55 tourists

Bus sponsorship	\$2,500	Welcome tourists onto bus and address them on the bus for 10 minutes. ** In lieu of 10-minute address, sponsor may do some sort of fun activity **
Welcome sponsorship	\$1,500	As attendees get off the buses, welcome them to the farm and introduce the producer host. Includes on-farm signage* (sponsor provides)
Demonstration sponsorship	\$2,500	Demonstrate how your product(s) can enhance a producer's operation during a rotation at the farm tour. Length of demonstration to be determined.

Feldpausch Holsteins, Fort Morgan, CO

Each tour will have a maximum of 55 tourists

Bus sponsorship	\$2,500	Welcome tourists onto bus and address them on the bus for 10 minutes. ** In lieu of 10-minute address, sponsor may do some sort of fun activity **
Welcome sponsorship	\$1,500	As attendees get off the buses, welcome them to the farm and introduce the producer host. Includes on-farm signage* (sponsor provides)
Demonstration sponsorship	\$2,500	Demonstrate how your product(s) can enhance a producer's operation during a rotation at the farm tour. Length of demonstration to be determined.

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Reception Sponsor Option - \$4,000 each

Tuesday Reception - 5:00-6:30pm	SOLD	Set the tone for a fun-filled reception, featuring drinks and appetizers. Do you have a theme you'd like to implement? Do you want to name a specialty drink and/or appetizer? Staff will work with you to make that happen! Welcome the attendees and hand out branded materials as they network and socialize within the trade show. (*Sponsor to provide branded materials and any special actors/props required.)
Wednesday Reception - 4:45-6:15pm		

Meal Sponsor Option - \$3,500 each

Wednesday breakfast	SOLD	Sponsor will have the opportunity to address attendees during your sponsored meal. Maximum presentation length is 20 minutes. Sponsor may provide branded materials during meal.
Wednesday lunch (annual meeting)	SOLD	
Thursday breakfast	SOLD	

Break Sponsor Option - \$750 each

Tuesday pm break	SOLD	Sponsor may provide branded cups and napkins to be set out during the break(s). A sign will be placed on the coffee table during the break.
Wednesday am break		
Wednesday pm break		
Thursday am break		

Additional Sponsorship Options

Sponsor provides and ships item to Westin-Westminster no earlier than April 5, 2024.

***DCHA is planning on an in-person conference, adhering to current local regulations in Westminster, CO. In the event the conference cannot be executed as planned, the conference will be held via a virtual event.*

*Sponsorable items not executed will be exchanged for another item. ***

*Hand-Out	\$1,000
*Tote Bags	\$1,000
*Pens	\$1,000
*Lanyards	\$1,000 SOLD
Welcome map	\$5,000
Conference Resource Guide full page ad	\$1,000
Conference Resource Guide half page ad	\$600

Online Conference Registration Page

Have your banner on the top of the DCHA Annual Conference registration page

• Linked to the URL of your choice. • Annual Conference registration will open about February 1, 2024

Deadline for sponsorship commitment: January 30, 2024

Mutiple Sponsors	\$2,500
Exclusive Sponsor	\$10,000

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New Opportunities

- Sponsor virtual producer attendees at the 2024 Annual Conference
 - 2024 rate is \$195
- Sponsor Student Memberships
 - \$1,000 will sponsor 40 students
- Sponsor producer members
 - \$1,000 will sponsor 5 producers. Each producer membership can have up to 4 people listed
- DCHA staff can create a code to take a dollar amount off of a \$200 producer membership.
 - Sponsor decides the dollar amount/how many.
 - DCHA invoices sponsor for codes used.

Call Out to Local Colorado Companies

- Entertain/educate clients before the DCHA conference in April on Monday, April 8, 2024
 - Host a social
 - Provide dinner
 - Tour facilities
- Work with DCHA to promote your event
 - No funds will be exchanged
 - Can provide registration to your event, if needed

*** If this sounds intriguing to you, email Sue Schatz, sue@calfandheifer.org, to set up a meeting to discuss. ***

The Westin Westminster On-Site Branding Opportunities Deadline for artwork submission is March 1, 2024.

Floor Cling	Window Cling	Double sided meter sign (5 available)
<ul style="list-style-type: none">• \$1,000 + production/instillation (\$15/sq ft)• Floor clings may be no larger than 3' x 3'<ul style="list-style-type: none">• Placed in the foyer near trade show/general session rooms.• Placement will be determined by how many floor clings are sponsored.	<ul style="list-style-type: none">• \$1,000 + production/instillation (\$15/sq ft)• Window clings may be no larger than 3' x 3'<ul style="list-style-type: none">• Placed in the foyer near trade show/general session rooms.• Placement will be determined by how many window clings are sponsored.	<ul style="list-style-type: none">• \$1,500• 3x8 foam core sign• Co-branded with DCHA• Will have agenda listed
		