

# ASCEND TO THE SUMMIT



APRIL 8–10, 2025 | Westminster, Colorado

**DCHA** DAIRY CALF  
& HEIFER  
ASSOCIATION

**2025**  
**Sponsorship**  
**Opportunities**  
[calfandheifer.org](http://calfandheifer.org)





**DCHA** DAIRY CALF & HEIFER ASSOCIATION

## At A Glance

DCHA sponsorships provide companies with many benefits to get their messages to producers, both large and small, who raise their own calves and custom calf raisers. Our audience also includes the “team” who these producers rely on for decision making and that includes consultants, veterinarians, nutritionists and pharmaceutical reps.

### Total Members

**1,200+** members

### Top Affiliations

% of Membership

Producer/Allied - 48%

Company - 18%

Corporate - 14%

Media - 8%

Student - 8%

Individual - 4%

### Annual Website Views

**18,861** views

**11,860** users

### Top Pages

- DCHA Homepage
- Member Center
- Annual Conference
- Annual Conference Sessions
- Annual Conference Agenda
- Gold Standards

### Webinars

- RACE approval available
- Sponsor receives:
  - Registration report (average registration: 177)
  - Attendee report (average attendance: 78)
  - Survey report
  - Q&A report
- Archived for viewing in Member Center

### ENewsletter

- Sponsored content
- 7,500+ contacts
- 47% Open rate
- 4% Click rate

### Annual Meeting

**8** MILLION head represented

**359** attendees

**11** countries

**31** U.S. states

**3** Canadian provinces

### Social Following



25,078 Followers  
380,962 Impressions



6,008 Followers  
248,721 Impressions



3,496 Followers  
248,247 Impressions



3,077 Followers



141 Subscribers



**DCHA**  
**Calf**  
**Chat**

Engage with over 31,000 of our followers!

Join industry experts as they visit about a current dairy calf and heifer topic or demonstrate “how to” do a task correctly on the farm.

### Averages

**771** Facebook reach

**1,365** Facebook minutes viewed

**1,670** LinkedIn impressions

**48** LinkedIn clicks

**57** YouTube Views



# 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 spend 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 spend totaling \$10,000 - \$14,999
- Complimentary full-page advertisement in conference Resource Guide (\$1,000 value)
- Complimentary 8'x8' conference trade show booth and one complimentary conference registration (\$2,100 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 spend 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) or one complimentary conference registration (\$550 value)

## Silver Level

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

## Bronze Level

- Annual spend 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 per quarter
- Printed and distributed in *Hoard's Dairyman*
- Sponsor provides a 300-word educational article

## Webinars

- \$3,500 each or \$5,500 for one in English and the same in a foreign language, scheduled at a different time.
- Limited to 2 per month; sponsor chooses date in the first or third week of the month
- Sponsor provides topic, presenter, moderator for a presentation of 1 full hour.
- DCHA provides social media, website, email and news release promotion and RACE application (if received 60 days prior to scheduled webinar date).
- Topics requested:

## Calf Chats

- \$3,500 each
- Limited to 2 per month; sponsor chooses date in the second or fourth week of the month
- Sponsor provides topic, presenter, moderator for a presentation of 30 full minutes. (This is more of a conversation or “how to” rather than a presentation.)

## Enewsletter

- \$1,500 each
- Limited to 2 per month; deployed on the second or fourth Wednesday of the month
- Sponsor provides all content (edited at the discretion of DCHA staff.)

## Website Banner Ad

- \$500
- Sponsor provides camera-ready ad and company landing page url.

## Social Media Post

- \$500
- Limited to 2 per month; deployed on the first or third Wednesday of the month.
- Sponsor provides graphics, copy and link.

## Student Membership Sponsor

- \$1000
- 40 students
- Sponsor will provide a custom code for students to enter for discount.

## Producer Membership Custom Discount Code

- DCHA staff will work with sponsor to create a code for your producers to enter when joining/renewing DCHA membership. Producer membership is \$200/year.
- Sponsor decides the dollar amount/how many.
- DCHA invoices sponsor for codes used.

# Annual Conference & Trade Show

April 8-10, 2025

The Westin Westminster, Westminster, Colorado

Estimated attendance: 400 in-person and 100 virtual - representing over 8 million head of cattle

## 2024 Conference Breakdown

Attendees: 349 (in-person and virtual)

Producer attendees averaged 19,100 head represented - 5 producers alone represented 684,000 head

The "farm team" consisted of 73% of the audience.

"Farm team" includes producer, nutritionist, consultant, veterinarian, pharmaceutical and reproduction.

Nutritionist	98	28%
Producer	86	25%
Other	55	16%
Consultant	39	11%
Pharmaceutical	28	8%
University/Extension	22	6%
Veterinarian	10	3%
Media	6	2%
Reproduction	5	1%
	<b>349</b>	<b>100%</b>

Herd Size	# of Producers
Under 1,000	8
1,000-4,999	18
5,000-9,999	12
10,000-19,999	10
20,000-49,999	8
50,000-75,000	2
78,000-200,0000	5

### **\*\* Simultaneous interpretation in Spanish for ALL sessions \*\***

#### **English for Spanish pre-conference 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 presented virtually through Zoom.**

**Sponsor logo will be placed on virtual audience frame for viewers.**

### **DCHA annual conference registration page - \$2,500**

*Sponsor provides logo and landing page URL*

### **Pre-Conference Session Sponsor Option - \$2,500**

**All sessions and tours will be promoted by:**

**Mention in email blast, news release, Resource Guide, annual conference webpages and social platforms.**

Pre-Con Sessions	Tuesday, April 8 2:00 - 5:00 p.m.	6 available	<ul style="list-style-type: none"> <li>• The only time to address the audience!</li> <li>• Sponsor provides speaker, topic, banner up and hand out to attendees.</li> <li>• 25-minute presentation.</li> </ul>
Spanish Pre-Con Sessions	Tuesday, April 8 12:00 - 2:00 p.m.	2 available	<ul style="list-style-type: none"> <li>• Committee determines speakers.</li> <li>• Introduce speaker before the session.</li> <li>• Sponsor provides signage/branded banner ups outside the room before/during session.</li> </ul>

### Keynote Speaker Sponsor Option - \$7,500

2025 Keynote Speaker - Peggy Coffeen, UpLevel Dairy

All sessions and tours will be promoted by:

Mention in email blast, news release, Resource Guide, annual conference webpages and social platforms.

- Sponsor recognized on UpLevel Dairy podcast promoting the DCHA annual conference & trade show scheduled to drop February 25, 2025. (This podcast is sponsored by XXX, provide tagline)
- Sponsor provides signage or 2-banner ups outside the room before/during session.
- Introduce Peggy before her session.
- Ability to provide hand out on chairs before session or at registration desk.
- Provide a video of up to 20 seconds to post on DCHA social platforms.
- Schedule 1 newsletter (\$1,500 value).



### General Session Sponsor Option - \$3,500 each

All sessions and tours will be promoted by:

Mention in email blast, news release, Resource Guide, annual conference webpages and social platforms.

#### General Session

- Introduce speaker before the session.
- Sponsor provides signage/branded banner ups outside the room before/during session.
- Provide a video of up to 20 seconds to post on DCHA social platforms.

### Conference Session Sponsor Option - \$2,500 each session or \$6,500 each track

Sponsor may introduce the speaker and welcome attendees as they enter the session.

\*\*\* If sponsoring a track, sponsor may schedule 1 newsletter (\$1,500 value). \*\*\*

All sessions and tours will be promoted by:

Mention in email blast, news release, Resource Guide, annual conference webpages and social platforms.

DCHA will record all sessions. The recordings will be available for the sponsor after the conference in the DCHA member center

#### Wet calf/Weaning Track

- 2 breakout sessions (Wednesday, April 9; sessions repeated)
- 1 panel (Thursday, April 10; presented once; all attendees may attend)

#### Post-weaning/Reproduction Track

- 2 breakout sessions (Wednesday, April 9; sessions repeated)
- 1 panel (Thursday, April 10; presented once; all attendees may attend)

#### Beef Cross Track

- 2 breakout sessions (Wednesday, April 9; sessions repeated)
- 1 panel (Thursday, April 10; presented once; all attendees may attend)

### Tour Sponsor Option - \$5,000

All sessions and tours will be promoted by:

Mention in email blast, news release, Resource Guide, annual conference webpages and social platforms.

- Sponsor will provide the farm being highlighted that fits into one of the DCHA tracks
  - Wet calf/weaned; post weaned/reproduction; beef x dairy (contact staff for availability)
- Presentation will be recorded and put on the public side of the DCHA website.
- Sponsor may introduce the producer presenter.
- Sponsor may address the audience at the end of the presentation for 5 minutes; this is the only time products may be mentioned.
- Sponsor may provide signage/banner up outside and inside of the room during the session.

### Reception Sponsor Option - \$4,000 each

Tuesday, April 8 5:00-6:30 p.m.	<ul style="list-style-type: none"> <li>• Set the tone for a fun-filled reception, featuring drinks and appetizers. Set the stage with a theme by providing props or handouts to attendees. Signage will be placed on high-top tables throughout the trade show, at the bars and food stations.</li> <li>• Sponsor may provide can cozies, mixed drink straws and/or napkins.</li> <li>• Promotion included in Resource Guide, annual conference webpages.</li> </ul>
Wednesday, April 9 4:45-6:15 p.m.	

### Meal Sponsor Option - \$3,500 each

Wednesday, April 9 breakfast 7:00 - 7:55 a.m.	<ul style="list-style-type: none"> <li>• Sponsor may request a specific menu item; discuss with staff for price/availability.</li> <li>• Sponsor may greet attendees at the buffet line.</li> <li>• Sponsor may provide handout during the meal.</li> <li>• Sponsor may provide signage/banner up at the buffet line.</li> <li>• Promotion included in Resource Guide and annual conference webpages.</li> </ul>
Wednesday, April 9 lunch 11:10 a.m. - 12:10 p.m.	
Thursday, April 10 breakfast 7:00 - 7:55 a.m.	

### Break Sponsor Option - \$1,000 each

Tuesday, April 8 p.m. break	<ul style="list-style-type: none"> <li>• Sponsor may provide branded cups/napkins during the break.</li> <li>• Signage will be placed on food/drink tables during break.</li> <li>• Promotion to include Resource Guide and annual conference webpages.</li> </ul>
Wednesday, April 9 a.m. break	
Wednesday, April 9 p.m. break	
Thursday, April 10 a.m. break	

### Additional Sponsorship Options

*\*Sponsor provides and ships item to Westin-Westminster no earlier than April 4, 2025.\**

*\*\*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
*Attendee Bags	\$1,000
*Pens	\$1,000
*Notepad	\$1,000
*Lanyards	\$1,000
Conference Resource Guide full-page ad	\$1,250
Conference Resource Guide half-page ad	\$750
Welcome PowerPoint	\$5,000