



dcwcouncil.org

Dairy Cattle Welfare Council

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Dear Potential Sponsor,

We are pleased to announce the Dairy Cattle Welfare Symposium to be held **June 4-6, 2024 in Kansas City, MO** at the **Marriot Downtown Hotel**. We'd like to offer you the opportunity to be added as sponsor for the 2024 Symposium (program agenda is attached).

Each of the previous symposiums have been great successes with around 240 people in attendance for the last in-person program held in 2023. Anyone who has an interest and a stake in dairy cattle welfare is invited to attend. Participants include dairy producers, veterinarians, consultants, government, academicians and allied companies.

The Dairy Cattle Welfare Council (DCWC) is a nonprofit organization that was formally established in 2016 to promote dairy cattle welfare by bringing together dairy farmers, veterinarians, consultants, universities, and the dairy community to develop best recommended practices with focus on animal well-being, management, husbandry, animal-people interaction, health, and productivity. Our annual symposium is a two-day meeting with speakers from multiple areas of the dairy community to educate and share research, on-farm practices, and innovation in the area of dairy cattle welfare.

Companies who are interested in demonstrating their commitment to dairy cattle welfare by sponsoring this symposium may do so at four different levels:

Diamond level (\$ 15,000+):

- *Diamond level sponsors are recognized for their sponsorship in all promotional materials and throughout the meeting, including social media.*
- *Allocated 10 minutes during the general session to provide attendees with an overview of their commitment to animal welfare in the dairy community.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Receive first choice for booth/display space at the meeting.*
- *Receive 5 courtesy registrations.*
- ***Diamond level sponsors will be recognized during a 12-month cycle, starting at the 2024 symposium, as a "DCWC Sustaining Sponsor" in our website, webinars, and social media.***

Platinum level (\$ 10,000+):

- *Platinum level sponsors are recognized for their sponsorship in all promotional materials and throughout the meeting, including social media.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Receive second choice for booth/display space at the meeting.*
- *Opportunity to provide material for the welcome package.*
- *Receive 3 courtesy registrations.*

Gold level (\$5,000+):

- *Gold level sponsors are recognized for their sponsorship in all promotional materials and throughout the meeting, including social media.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Receive third choice for booth/display space at the meeting.*
- *Receive 2 courtesy registrations.*

Silver level (\$3,000+):

- *Silver level sponsors are recognized for their sponsorship in all promotional materials and throughout the meeting, including social media.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Receive fourth choice for booth/display space at the meeting.*
- *Receive 1 courtesy registration.*

Bronze level (\$1,500+):

- *Bronze level sponsors are recognized for their sponsorship in every promotional material and throughout the meeting, including social media.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Allocated booth/display space at the meeting.*

We are very appreciative that you are contemplating being part of this important effort to help improve the dairy industry from the ground up. Details regarding previous Dairy Cattle Welfare Symposiums and the DCWC are available on the website at <https://www.dwcouncil.org/>. Please do not hesitate to contact us if you have any questions or need any additional information.

Sincerely,

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