Dairy Cattle Welfare Council
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dcwcouncil.org

Dear Potential Sponsor,

The Dairy Cattle Welfare Council (DCWC) is pleased to announce the **2027 Dairy Cattle Welfare Symposium**, taking place **May 19–21, 2027, in Boise, Idaho, at the JUMP Center**. The DCWC Symposium has consistently brought together approximately **130 participants**, including dairy producers, veterinarians, consultants, academics, students, government representatives, and allied industry professionals. The Symposium is designed for anyone with an interest in or commitment to dairy cattle welfare and includes **two days of educational programming**. Speakers from across the dairy community share current research, practical on-farm practices, and innovations related to dairy cattle welfare. The **third day** is dedicated to **on-farm employees and is presented in Spanish**, providing practical education that can be directly applied on the dairy.

In addition to our traditional symposium programming, we are excited to offer a **preconference visit on Tuesday, May 18, to either a local dairy farm or a meat packing plant**, with the exact destination to be determined. This opportunity will provide attendees with firsthand insight into practical approaches to dairy welfare across different stages of the dairy industry, connecting the educational content of the Symposium with real-world practices in animal care, handling, and management.

The Dairy Cattle Welfare Council is a nonprofit organization formally established in 2016 to promote dairy cattle welfare by bringing together dairy farmers, veterinarians, consultants, universities, and members of the broader dairy community. We invite companies that share a commitment to dairy cattle welfare to support the 2027 Symposium through one of the sponsorship levels outlined below.

Sponsorship Levels

Diamond — $15,000
Diamond sponsors receive the highest level of recognition and engagement with symposium attendees.

- Recognition for a **12-month cycle as a "Sustaining Sponsor"** on the DCWC website, webinars, and social media.
- Provide a **10-minute presentation prior to the lunch break** on your company's commitment to dairy cattle welfare.
- Opportunity to donate key branded items, such as bags and lanyards.
- **First choice** of booth/display space.
- **2 courtesy registrations** for company representatives ($800 value)
- **4 courtesy registrations** for active dairy producers ($1600 value)
- **10 courtesy Spanish session** registrations ($1,250 value)
- **First choice** to sponsor one DCWC webinar ($1,000 value).

Platinum — $10,000

- Recognition in all promotional materials and throughout the meeting, including social media.
- Opportunity to donate key branded items, such as bags and lanyards.
- **Second choice** of booth/display space.
- **1 courtesy registrations** for company representatives ($400 value).
- **2 courtesy registration** for active dairy producers ($800 value).
- **6 courtesy Spanish session** registrations ($750 value).

Gold — $7,500

- Recognition in all promotional materials and throughout the meeting, including social media.
- Opportunity to donate key branded items, such as bags and lanyards.
- **Third choice** of booth/display space.
- **1 courtesy registration** for a company representative ($400 value).
- **1 courtesy registration** for an active dairy producer ($400 value).
- **4 courtesy Spanish session** registrations ($500 value).

Silver — $5,000

- Recognition in all promotional materials and throughout the meeting, including social media.
- Opportunity to donate key branded items, such as bags and lanyards.
- **Fourth choice** of booth/display space.
- **1 courtesy registration** for a company representative ($400 value).
- **1 courtesy registration** for an active dairy producer ($400 value).
- **2 courtesy Spanish session** registrations ($250 value).
- Minimum required sponsorship level for participation in the Tuesday Farm Tour

Bronze — $2,500

- Recognition in promotional materials 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.

À La Carte Sponsorship Opportunities

À la carte opportunities are available to **Bronze, Silver, Gold, Platinum, and Diamond sponsors**.

Opportunity	Sponsorship	Benefits
Breakfast Sponsor	$2,000	Company-provided banner displayed at breakfast
Lunch Sponsor	$2,500	Company-provided banner displayed at lunch
Break Sponsor	$1,000	Company-provided banner displayed during break
Poster & Happy Hour Reception	$5,000	Announcement at the end of the first day inviting attendees to the poster session; opportunity to provide drink tickets to attendees
Farm/Packing Plant Tour	$5000	Supports the estimated costs of bus transportation and box lunches for the tour. Participation will be limited and based on transportation capacity. Minimum required sponsorship: Silver level

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Optional Non-Symposium Sponsorship

Webinar Sponsor	$1,000	One sponsor per webinar; social media recognition; company logo in advertisements; participant list; up to 1-minute opportunity to speak about commitment to dairy cattle welfare; link to company video in recording; logo at beginning and end of webinar

We greatly appreciate your consideration of supporting the **2027 Dairy Cattle Welfare Symposium**. Your sponsorship helps the DCWC bring together individuals and organizations from across the dairy community to share knowledge, research, practical experience, and innovative approaches to improving dairy cattle welfare.

Additional information about the Dairy Cattle Welfare Council and previous symposiums is available at the **DCWC website** (www.dcwcouncil.org).

Please do not hesitate to contact us with any questions or if you would like to discuss a sponsorship opportunity that may be tailored to your company's interests.

Sincerely,

Dairy Cattle Welfare Council

Juan Rozo, Program Committee Chair
Dr. Karen Luchterhand, President
Lindsay Ferlito, Vice President
Dr. Tom Cully, Treasurer
Dr. Jenifer Cruickshank, Secretary
Nathan Brandt, Director
Dr. Diego Manriquez Alvarez, Director
Brian J. Pingsterhaus, Director
Dr. Conrad Spangler, Director
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DCWC Sponsorship Matrix

Benefit / Opportunity	Bronze $2,500	Silver $5,000	Gold $7,500	Platinum $10,000	Diamond $15,000
Recognition in promotional materials & throughout meeting	✓	✓	✓	✓	✓
Social media recognition	✓	✓	✓	✓	✓
Opportunity to provide Welcome Package branded items	✓	✓	✓	✓	✓
Booth/display space	Allocated	4th choice	3rd choice	2nd choice	1st choice
Courtesy registrations – Company	—	1	1	1	2
Courtesy registrations – Active dairy producers	—	1	2	2	4
Courtesy registrations – Spanish session	—	2	4	6	10
10-minute general lunch session presentation	—	—	—	—	✓
Included DCWC webinar sponsorship and first choice sponsored webinar talk	—	—	—	—	✓
12-month "DCWC Sustaining Sponsor" recognition	—	—	—	—	✓
Tuesday Tour sponsorship eligibility	—	✓	✓	✓	✓