



dcwcouncil.org

Dairy Cattle Welfare Council

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Dear Potential Sponsor,

We are pleased to announce the fifth annual Dairy Cattle Welfare Symposium to be held **May 27-28, 2020 in Syracuse, New York.**

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 industry to educate and share research, on-farm practices and innovation in the area of dairy cattle welfare.

Each of the symposiums have been great successes with around 200 people in attendance for last year's program. Anyone who has an interest and a stake in dairy cattle welfare is invited to attend. Participants include dairy producers, veterinarians, consultants, academicians and allied industry.

The 2020 Symposium is a two-day program (program agenda attached). In addition, we will once again include a one-half day Spanish-Speaking Session targeted towards farm managers, herdsmen, and key employees. The goal for the Spanish-Speaking Session is to develop group discussion on the basics of animal welfare, why it is important on the dairy, and how to train other employees. The Spanish-speaking session is targeted towards farm managers, herdsmen, and key employees.

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

Platinum level (\$ 15,000+):

- *Platinum level sponsors are recognized for their sponsorship in every promotional material and throughout the meeting.*
- *Allocated 5-10 minutes during the general session to provide attendees with an overview of their commitment to animal welfare in the dairy industry.*
- *Opportunity to donate key branded items such as bags and lanyards.*
- *Opportunity to design their own branded PowerPoint slide for the sponsorship recognition that is displayed on the screen during breaks/lunch, and to donate branded materials such as bags, lanyards, etc.*
- *Receive first choice for their booth/display space at the meeting.*
- *Opportunity to provide material for the welcome package.*
- *Receive 5 courtesy registrations.*

Gold level (\$10,000+):

- *Gold level sponsors are recognized for their sponsorship in every promotional material and throughout the meeting.*
- *Opportunity to design their own branded PowerPoint slide for the sponsorship recognition that is displayed on the screen during breaks/lunch, and to donate branded materials such as bags, lanyards, etc.*
- *Receive second choice for their booth/display space at the meeting.*
- *Opportunity to provide material for the welcome package.*
- *Receive 4 courtesy registrations.*

Silver level (\$5,000+):

- *Silver level sponsors are recognized for their sponsorship in every promotional material and throughout the meeting.*
- *Opportunity to design their own branded PowerPoint slide for the sponsorship recognition that is displayed on the screen during breaks/lunch, and to donate branded materials such as bags, lanyards, etc.*
- *Receive third choice for their booth/display space at the meeting.*
- *Opportunity to provide material for the welcome package.*
- *Receive 3 courtesy registrations.*

Bronze level (\$1,000+):

- *Bronze level sponsors are recognized for their sponsorship in every promotional material and throughout the meeting.*
- *Allocated booth/display space at the meeting.*
- *Opportunity to provide material for the welcome package.*
- *Receive 1 courtesy registration.*

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 the Dairy Cattle Welfare Symposium 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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