



## SPONSOR THE 2017 JOINT ANNUAL MEETING!

Greetings,

If there was an opportunity to showcase your company to nearly 1,000 U.S. dairy leaders, would you take it? What if that opportunity meant seeing your company's logo in programs, on signs and highlighted in a mobile app? What if it meant networking with farmers, thought leaders and executives to build long-lasting relationships, thus expanding the reach of your brand tenfold? Most importantly, what if it meant signaling to the dairy industry that you're a committed industry partner? **By offering to sponsor a portion of this year's Joint Annual Meeting, this opportunity is yours.**

The 2017 NDB/NMPF/UDIA joint Annual Meeting, held in Anaheim, Calif., is a valuable chance to present your company and its services to dairy industry professionals. From October 30-November 1, the dairy community will descend upon the Disneyland Hotel to learn about what the dairy sector has achieved in its policy and promotion initiatives — and what that means for the future. The theme this year is Undeniably Dairy, and we're proud to showcase how our community has worked hard to take back the good name of dairy.

Featuring keynote speakers, luncheons, cheese reception, our Dairy Bar and more, this year's program offers plenty of opportunities to present your company, product or service to the dairy world and its stakeholders. This event offers the space, people and time to share what makes your company valuable, allowing for the formation of relationships with on-the-ground consumers and future clients.

Even if you don't attend the meeting, attendees will see your brand and logo everywhere. Certain sponsorship offers provide companies special spots in our final program, on meeting signage throughout the venue, within our mobile app and on the NMPF website.

Sponsoring a portion of the Joint Annual Meeting helps the attendees, too. As this event continues to grow in size and cost, we make every effort to keep rates affordable. Your support also plays a key role in keeping down registration costs while maximizing opportunities and exposure.

Not only do you have the option to donate a designated amount, you can also direct your sponsorship funds toward a certain event at the meeting. We would be pleased to work with you to showcase your company at a special event or offering, making this endeavor mutually beneficial.

Consider all of our sponsorship options on the following page. If you would like to sponsor a portion of the Joint Annual Meeting, please choose your sponsorship category and contact Emily Meredith at NMPF at (703) 243-6111 or [emeredith@nmpf.org](mailto:emeredith@nmpf.org). The deadline for sponsorship registration and payment is **September 22, 2017**.

If you're interested in attending the meeting or want information on the schedule or speakers, [please click here](#). We hope you can join us in California!

Best,

Jim Mulhern  
President & CEO, National Milk Producers Federation

# 2017 ANNUAL MEETING SPONSORSHIP OPPORTUNITIES

Sponsorship Type	Cost of Sponsorship Type	Benefits
Supporting	\$1,000-\$4,999	Company logo appears in the final program and within the event's mobile app.
Bronze	\$5,000-\$9,999	All the benefits of Supporting sponsorship, plus 1 complimentary meeting registration and company logo featured on event signage.
Silver	\$10,000-\$24,999	All the benefits of Bronze sponsorship, plus 2 complimentary meeting registrations, general session recognition and an email to attendees about your company in advance of meeting.
Gold	\$25,000-\$49,999	All the benefits of Silver sponsorship, plus 3 complimentary meeting registrations and seating at a reserved table with NMPF/DMI leaders at the Closing Luncheon.
Platinum	\$50,000 or more	All the benefits of Gold sponsorship, plus 4 complimentary meeting registrations, and an opportunity to address attendees during the General Session.

We also offer several events that your company can sponsor alone, or co-sponsor with another organization.

Special Event Sponsorship Opportunities	Cost
Opening Luncheon	\$50,000/\$25,000 co-sponsor
Closing Luncheon	\$50,000/\$25,000 co-sponsor
"Welcome to Anaheim" Cheese Reception	\$30,000/\$15,000 co-sponsor
Disney Characters Appearances	\$10,000
Keynote Speaker	\$15,000
Young Cooperator Welcome	\$5,000
Young Cooperator Dinner	\$10,000/\$5,000 co-sponsor
Mobile App	\$5,000
Program Printing	\$2,500
Portrait Studio	\$2,500
Wireless Internet for the event (x2 days)	\$5,000 per day
Phone charging station (x3)	\$1,500 each
Coffee break (x4)	\$6,500 each/\$3,250 co-sponsor