

To whom it may concern,

We are beginning to plan for this year's World Dairy Expo and are inquiring to see if you would like to participate in the sponsorship or coupon program. This sponsorship will support the Badger Dairy Club and Collegiate Farm Bureau organizations at the University of Wisconsin - Madison. This year, we are excited to be implementing a new tiered sponsor system. Your support is critical to our continued success running the cheese stand, and we want to ensure that you are adequately recognized for your contribution. The tier system is outlined below. Each tier correlates to the amount sponsored during the previous (2023) World Dairy Expo, with the option to monetarily donate to move up a tier for the 2024 World Dairy Expo.

**Tier 1: \$100 or more in sponsorship (supplies, monetary, or coupons)**

- One social media post featuring all of the Tier 1 sponsors on both the Collegiate Farm Bureau and Badger Dairy Club social media pages (Facebook and Instagram).
- Logo featured on signage of all Tier 1 sponsors in the grilled cheese stand.

**Tier 2: \$500 or more in sponsorship (supplies, monetary, or coupons)**

- One social media post during the week of Expo, featuring your company alone.
- Logo featured on signage of all Tier 2 sponsors in the grilled cheese stand. Your logo will be featured in a larger size than the Tier 1 sponsors.

**Tier 3: \$1000 or more in sponsorship (supplies, monetary, or coupons)**

- Own company sign placed in the cheese stand - either provided by your company, or we will work with you to make one.
- Option for a free standing display placed inside of the stand, provided by your company. Display must comply with both World Dairy Expo and Alliant Energy regulations.
- Year round social media highlight on both the Collegiate Farm Bureau and Badger Dairy club social media pages (Facebook and Instagram).
  - Posts will be made every other month featuring one of the Tier 3 companies, with the other Tier 3 companies also included in the post.
  - Tier 3 sponsors will also be shown throughout the week of Expo on both social media platforms for each organization.
- Logo will be featured on the ordering website used during Expo.

All sponsors who donated last year either in the form of coupons or with monetary/supply donations will be featured on the Collegiate Farm Bureau and Badger Dairy Club websites year round starting at the conclusion of Expo this fall. Your company logo will also be included on a sweatshirt worn by approximately 125 Badger Dairy Club and Collegiate Farm Bureau members. Sizes of the logo will be according to the tier of sponsorship.

If you are interested in participating in the coupon system this year, the requirements are outlined below.

- All cheese stand coupons must clearly label what food the coupon is intended for.
- **Coupons MUST include the logo provided by the chair in order to be valid. Coupons without this logo will not be accepted either here or at the stand.**
- An official copy of each of your companies coupons for this year's expo must be approved by a chair so we can verify all coupons are valid at the counter.
- All checks need to be paid in full within one month after the date on the bill or a late fee of 5% will be added each month payment is not received.
- Each company is responsible for printing their coupons and distributing them accordingly.

The pricing for all products are as follows:

- Grilled Cheese \$3.00
- Grilled ham and cheese \$4.00
- Chocolate shake \$2.00
- Hot Chocolate \$1.00
- Coffee \$1.00
- Orange juice \$1.00
- Milk \$1.00

Please plan your coupons using this price list. This year we will also be offering the following discounts:

- If you purchase \$500-\$999 worth of coupons, you will receive 5% off your total bill.
- If you purchase \$1,000-\$1,999 worth of coupons, you will receive 8% off your total bill.
- If you purchase \$2,000+ you will receive 12% off your total bill.

Your company will only be charged for the amount of coupons reimbursed during the week of Expo, not the amount you originally printed. After Expo, you will receive a bill for the amount of coupons reimbursed.

We ask that you sign this contract by **September 13th** and send it electronically to [gmansell@wisc.edu](mailto:gmansell@wisc.edu) to make this a binding contract.

\_\_\_\_\_ would like to participate in the World Dairy Expo Cheese Stand coupon program. By having a representative sign and submit this contract, you agree to follow the rules outlined above. The World Dairy Expo Cheese Stand will honor this contract by giving any reductions the client is entitled to.

Signed (Company Representative)

\_\_\_\_\_

Date: \_\_\_\_\_

Please reach out to a chair with any questions related to the new sponsorship system, or with any questions regarding coupons. We look forward to potentially working with you this year!

Sincerely,  
Grace Mansell  
World Dairy Expo Cheese Stand Co-Chair  
[gmansell@wisc.edu](mailto:gmansell@wisc.edu)  
612-246-7162