

# 2022 NATIONAL HOLSTEIN CONVENTION

Hosted by the Minnesota Holstein Association

JUNE 27 - JULY 1, 2022 - SIOUX FALLS, SOUTH DAKOTA

## SPONSORSHIP LEVELS

|   | <b>DIAMOND</b><br>\$25,000+ | <b>PLATINUM</b><br>\$15,000+ | <b>GOLD</b><br>\$10,000+ | <b>SILVER</b><br>\$5,000+ | <b>BRONZE</b><br>\$2,500+ | <b>COPPER</b><br>\$1,000+ | <b>DONOR</b><br><\$1,000 |
|---|-----------------------------|------------------------------|--------------------------|---------------------------|---------------------------|---------------------------|--------------------------|
| Prime Position in Official Souvenir Program   | X                           |                              |                          |                           |                           |                           |                          |
| Named Event Sponsor with a 3-5 minute message to event audience   | X                           |                              |                          |                           |                           |                           |                          |
| Registrant mailing prior to convention (single-time use)  | X                           |                              |                          |                           |                           |                           |                          |
| Premium location of a banner ad on the convention website with company links and in social media  | X                           | X                            |                          |                           |                           |                           |                          |
| Email recognition included in attendee convention e-blasts  | X                           | X                            |                          |                           |                           |                           |                          |
| Ability to place promotional materials in registration packet for convention attendees  | X                           | X                            | X                        | X                         |                           |                           |                          |
| Prominent signage throughout the Convention and on Big Screen TV  | X                           | X                            | X                        | X                         |                           |                           |                          |
| Booth Space in Trade Show   | Double Booth                | X                            | X                        | \$1000                    | \$1000                    | \$1000                    |                          |
| Break-Out Room 30 Minute Seminar (Available for an extra \$1,000 for donors above \$10,000 and \$2,000 for donors from \$1,000-\$9,000) | X                           | \$1,000                      | \$1,000                  | \$2,000                   | \$2,000                   | \$2,000                   |                          |
| Advertisement space in the Official Souvenir Program  | Full Page                   | Full Page                    | Full Page                | Half Page                 | 1/4 Page                  | Business Card             |                          |
| Exposure on convention website with company links and in social media   | X                           | X                            | X                        | X                         | X                         | X                         | X                        |
| Name recognition in the Official Souvenir Program   | X                           | X                            | X                        | X                         | X                         | X                         | X                        |
| Name recognition in the WHOVA App   | X                           | X                            | X                        | X                         | X                         | X                         | X                        |

The Minnesota Holstein Association is excited and honored to be hosting the 2022 National Holstein Convention, and we look forward to confirming all sponsorships by March 31, 2022!

*Cordially,*

2022 National Convention  
Sponsorship Committee



**PROGRESS**  
— ON THE PLAINS —

### SPONSORSHIP *Committee:*

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