

2022 NATIONAL HOLSTEIN CONVENTION

Hosted by the Minnesota Holstein Association

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

The Minnesota Holstein Association is excited and honored to be hosting the 2022 National Holstein Convention June 27-July 1, 2022 at the Denny Sanford Premier Center and Sheraton Hotel in Sioux Falls, South Dakota.

The Dairy Bar at the National Holstein Convention allows guests to enjoy dairy products while also meeting other Holstein enthusiasts from throughout the country. The National Convention is a unique time of the year as we host Holstein delegates from all across the states. These delegates come together to deliberate socio-political and economic matters that directly impact the day-to-day business of today's dairy farms. Even better, we come together with our families to provide opportunity for a conjoined junior convention and to discuss the **PROGRESS** we have made on our farms. **PROGRESS ON THE PLAINS** will embody the generational progress we as an industry have gained. Furthermore, today's technology has helped set the bar in animal welfare and our ability to be the best dairymen this country has ever seen.

Becoming a Dairy Bar sponsor of the 2022 National Holstein Convention will be a unique opportunity for your company to debut its **PROGRESS** in agriculture.

As you explore a potential sponsorship, here are additional thoughts to consider:

- The 2022 National Holstein Convention will be held in Sioux Falls, South Dakota; a city built around agriculture. We are doubling down! The combined efforts of Minnesota and South Dakota dairy producers doubles down on our outreach efforts and total number of dairy enthusiasts
- Of the 1,500 expected attendees, 500-600 will include junior members
- Unique to this convention will be the first-ever **Data and Innovations Summit**. The event will draw additional dairy farmers from around the U.S. and world.
- Take the NUMBER of cows represented TIMES the cost of goods your business sells or services EQUALS unbelievable \$ potential!

SPONSORSHIP OPPORTUNITIES:

- **Dairy Products (Milk, Cheese, Yogurt, Ice Cream):** The market value of donated product will represent sponsorship level (see response form and sponsorship table).
- **Monetary Donation**

All sponsorship opportunities include advertising for your business at the Dairy Bar, as well as exposure on the convention website and social media platforms. Name recognition in the official souvenir program is also included. Please use the enclosed response form to indicate your support. We hope to hear from you by March 31, 2022. Please do not hesitate to contact us with any questions or concerns.

Cordially,

Ashley Swenson & Jenn Landman
*Sponsorship and Dairy Bar
Committee Chairs*

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