

2023 NATIONAL HOLSTEIN CONVENTION

JUNE 23-JUNE 27, 2023 | LEXINGTON, KY

The Kentucky Holstein Association is excited and honored to be hosting the **2023 National Holstein Convention June 23- June 27 at the Griffin Gate Marriott Resort & Spa in Lexington, Kentucky.**

The primary source of funding for the convention comes from our sponsors. The Kentucky Holstein Association is responsible for 100% of the convention funding. The National Convention is a unique time of year bringing together Holstein delegates from across the US, to deliberate socio-political and economic matters that directly impact the day-to-day business of today's dairy farms. More importantly, 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. The 2023 Convention will embody the generational progress we as an industry have gained. Furthermore, we share in the technological advancements utilized on farms across the country. Companies such as your own continue to provide innovative technology to increase daily efficiencies resulting in increased annual profitability. Today's technology has helped to set the bar in animal welfare and our ability to be the best dairymen this country has ever seen.

During the convention, there will be educational seminars, youth contests, farm tours, the National Convention Sale, the 138th annual business meeting of Holstein Association USA. This convention will truly be special as the convention headquarters serves as an agriculture epicenter. Located in the heart of the Bluegrass State at the intersection of I-75 and I-64, Lexington, Kentucky is a "must see city" not far from a host of thriving dairy farms.

Becoming a sponsor of the 2023 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:

- Of the 1,500 expected attendees, 500-600 will include junior members.
- Holstein Association USA has over 20,000 adult members and over 8,000 junior members for a grand total of over 28,000 members, making it the LARGEST and most progressive dairy breed organization in the world.
Holstein USA identifies over 700,000 Holsteins annually.
- The attendees to this convention are a very focused group—you know who your audience is.
- The combination of hundreds of farmers from across the country and the thousands of cows they represent equals unbelievable sale potential for your business!

Your sponsorship will help assure the success of the 2023 National Holstein Convention and provide you with visibility and exposure to this target audience. Please use the enclosed response form to indicate your support. We hope to hear from you by December 31, 2022. Payments can be split between 2022 and 2023 or paid in either year. Please do not hesitate to contact us with any questions or concerns. Cordially,

Scott Yocum
National Sales Manager
Double S Liquid Feed Services Inc.
859-583-2945
Scott@dbl-s.com

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June 23-June 27, 2023 | LEXINGTON , KY

SPONSORSHIP LEVELS

DIAMOND \$25,000+
PLATINUM \$15,000+
GOLD \$10,000+
SILVER \$5,000+
BRONZE \$2,500+
COPPER \$1,000+
DONOR <\$1,000

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Named Event Sponsor with a 3-5 minute message to event audience	●						
Registrant mailing prior to convention (single-time use)	●						
Prime Position in Official Souvenir Program	●						
Email recognition included in attendee convention e-blasts	●	●					
Prominent signage throughout the Convention and on Big Screen TV	●	●					
Premium location of a banner ad on the convention website with company links and in social media	●	●					
Ability to place promotional materials in registration packet for convention attendees	●	●	●	●			
Coverage on Convention Big Screen	●	●	●	●			
Advertisement space in Official Souvenir Program	FULL PAGE	FULL PAGE	FULL PAGE	HALF PAGE	1/4 PAGE	BUSINESS CARD	
Booth Space in Trade Show	DOUBLE BOOTH	●	●	\$1,000	\$1,000	\$1,000	\$1,000
Exposure on convention website with company links and in social media	●	●	●	●	●	●	●
Name recognition in the Official Souvenir Program	●	●	●	●	●	●	●
Break-Out Room 60 Minute Seminar (Available for an extra \$1,000 for donors above \$10,000 and \$2,000 for donors from \$1,000-\$9,000)	INCLUDED	\$1,000	\$1,000	\$2,000	\$2,000	\$2,000	\$2,000

Contact:

Scott Yocum, National Sales Manager Double S
 Liquid Feed Services Inc
 859-583-2945 or Scott@dbl-s.com

or other host committee members:

Jane Ransdell (859) 333-7238
 Johnny Kalmey (502) 321-8500
 Lisa Gibson (502) 379-2757
 John Kuegel (270) 316-0351

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RESPONSE FORM

Business Name: _____
Contact: _____
Address: _____
City _____ State: _____ Zip Code: _____
Phone Number: _____ Fax Number: _____
Email: _____
Website (if applicable): _____

SPONSORSHIP LEVEL (CHECK ONE)	SPONSORSHIP AMOUNT
<input type="checkbox"/> DIAMOND (\$25,000+)	\$
<input type="checkbox"/> PLATINUM (\$15,000+)	\$
<input type="checkbox"/> GOLD (10,000+)	\$
<input type="checkbox"/> SILVER (5,000+)	\$
<input type="checkbox"/> BRONZE (2500+)	\$
<input type="checkbox"/> COPPER (\$1,000+)	\$
<input type="checkbox"/> DONOR (<\$1,000)	\$

Check if you need an invoice sent. Check if you would like to be an anonymous donor.

RESPONSE INSTRUCTIONS:

Enclose check, made payable to **KY Holstein Cattle Club** and mail completed form and payment to:
c/o Jane Ransdell
1376 Cummins Ferry Rd
Salvisa, KY 40372

If you have questions, please contact any of
the host committee members:

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Jane Ransdell (859) 333-7238
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THANK YOU FOR YOUR SUPPORT!