



One event brings together **the best and brightest college students**, diligently preparing for a **career in dairy**.

Dairy Challenge is an interactive competition of teams from North American dairy science programs.

For nearly two decades, Dairy Challenge has connected students and universities with producers and industry professionals in a forum that's educational and fun.



At Dairy Challenge, students:

- Work as a team to apply theory and learning to a real-world dairy.
- Visit dairies to analyze all aspects of the operation.
- Receive data from an actual dairy, including production, herd management and financial records.
- Develop comprehensive recommendations to maximize herd profit through nutrition, production, milking procedures, animal health, facilities and cow comfort.
- Present recommendations to a panel of judges – dairy producers, veterinarians and other industry experts.

Industry-Wide Mission

Develop tomorrow's dairy leaders and enhance progress of the dairy industry, by providing education, communication and networking among students, producers, and agribusiness and university personnel.



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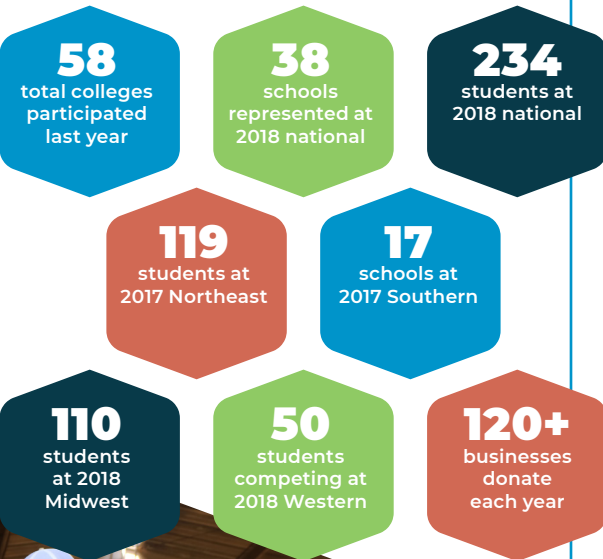
#dairychallenge



Creating Tomorrow's
Dairy Leaders

By the Numbers

Over 550 students gain from Dairy Challenge each year, through four regional events, one national contest and the Dairy Challenge Academy.



Dairy Challenge Academy

Since 2013, Dairy Challenge now impacts even more students through Dairy Challenge Academy – open to sophomores, juniors and seniors in four-year dairy programs, along with students from community colleges and technical schools.

Academy Objectives:

- Offer dairy education and networking to more students. Each year we anticipate nearly 250 dairy students at the national event – about 144 participate in the contest and about 100 participate in the Academy.
- Further engage university and industry professionals in teaching contemporary dairy issues.

The Academy runs in conjunction with the national Dairy Challenge contest. Contest and Academy participants start together on Thursday of the event. That evening, the groups part: contest participants begin the competition while Academy students continue team educational work. Academy students spend the next two days working with Academy Advisors to experience first-hand how to evaluate and consult on a dairy farm.

Sponsors can have valuable hands-on involvement as Academy Advisors. These are experts from the dairy industry who guide students in evaluating dairy profitability and identifying solutions for problems. Academy participants will gain through interactive seminars, group discussions and farm visits.

The Academy creates an ideal learning environment, combining agribusiness, Academy Advisors, dairy farms and college students.

Sponsor Benefits

Platinum Sponsor (\$10,000 and above)*

- Unlimited job/internship postings on NAIDC's web site
- Opportunity to provide contest officials
- Sponsor recognition in national advertising
- Sponsor link from NAIDC web page
- Primary booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view participant presentations

**Exclusive benefits for sponsors at \$10,000+*

Gold Sponsor (\$5,000 – \$9,999)

- Two free job/internship postings on NAIDC's web site
- Booth space for recruitment trade shows at contests
- Participation in student recruitment mixers
- Recognition at national and regional contests
- Student contact information
- Invitation to view participant presentations

Silver Sponsor (\$2,500-\$4,999)

- One free job/internship posting on NAIDC's web site
- Recognition at national and regional events
- Student contact information
- Invitation to view participant presentations

Friend of NAIDC (\$1-\$999)

- Recognition at sponsored event

Bronze Sponsor (\$1000-\$2,499)

- Recognition at sponsored event
- Invitation to view participant presentations

Join the growing list of NAIDC sponsors at:
www.dairychallenge.org/sponsors.php

WDE Management Inc. manages all NAIDC funds. NAIDC is a 501(c)3 nonprofit organization. All contributions are tax-deductible to the full extent of the law.

