



2024-2025 ANNUAL Call for Sponsorship

Annual sponsorship runs from October 1-September 30 each year
Representing 950,000 Cows along the I-29 corridor!

On behalf of I-29 Moo University, a 4-state collaboration of Extension professionals (IA, MN, SD, NE), we are inviting you to help with sponsorship of our entire year's activities. We depend on sponsorships from companies such as yours to keep the cost affordable for participants. If you have been a sponsor in the past, we want to thank you for your past support and ask that you continue your sponsorship this year. If you have never been a sponsor, please consider this opportunity to promote your company by supporting these programs for the dairy industry and dairy beef feeders. We offer excellent programming throughout the year to meet the ever-changing needs of dairy producers and industry professionals throughout the five-state region addressing timely topics. I-29 Moo University works extensively to reach the dairy industry and the 950,000 cows (USDA, 2023) across the 4-state region plus the dairy beef industry.

Historically, in the I-29 Corridor we have offered...

- ☐ Annual in-person programs
- ☐ Dairy field days
- ☐ Dairy Beef Shortcourse
- ☐ Webinars featuring timely dairy topics with sponsor recognition, with over 1,000 live and recorded viewings.
- ☐ Nearly 800 people view our monthly e-newsletter from locations worldwide, including several foreign countries each month
- ☐ Bi-monthly podcast with 4900 downloads and nearly 2400 unique listeners

Visit our webpage!

Visit the updated <https://i-29moou.com/> website to see upcoming events and webinars, register for programs, access to recordings and proceedings, plus our current list of sponsors. Information is available for dairy producers and dairy beef feeders.

Staying responsive to the industry...

The pandemic had molded how I-29 delivers programs and the reach has gone beyond the four-state region. We used the Survey of I-29 Dairy Industry and Dairy Beef Feeders to see how we reach/change target audience,

Foundation Programs for the 2023/2024 sponsorship year will include:

- | | | |
|---|---|---|
| <input type="checkbox"/> Field Days and Workshops in 2025 | <input type="checkbox"/> Dairy Beef Short Course – March 2025 | <input type="checkbox"/> Monthly Webinars/Bi-monthly podcasts |
|---|---|---|

Communication Outreach:

- | | | |
|-------------------------------------|---------------------------------------|---|
| <input type="checkbox"/> Newsletter | <input type="checkbox"/> Podcasts | <input type="checkbox"/> News releases |
| <input type="checkbox"/> Webpage | <input type="checkbox"/> Social media | <input type="checkbox"/> Radio Interviews |

Sponsorship Deadline:

To ensure your company logos are included in marketing materials, sponsorship commitments and company logos are due by September 15, 2024.

You may be the only person receiving this information for your company, so please share this with co-workers who may be responsible for sponsorships in the various regions we do programming. Your company is invited to participate at one of the following options:

Sponsorship levels:

Gold - \$2000

- ☐ Your company logo with a link to your website in each monthly newsletter
- ☐ 1-page advertisement in all event proceedings
- ☐ Recognition at in-person events, along with 2-3 minutes elevator speech
- ☐ Recognition during each webinar
- ☐ Recognition during each podcast
- ☐ Recognition on social media event promotions
- ☐ Opportunity to bring promotional item to distribute during in-person event
- ☐ Logo on all promotional materials for each event
- ☐ Sponsors can display a banner at live programs
- ☐ Two (2) registrations and proceedings for each event

Silver - \$1000

- ☐ Logo in Silver sponsor collage in the monthly newsletter
- ☐ ½ page advertisement in all event proceedings
- ☐ Will be introduced at events, but not allow the 2-3 minute elevator speech
- ☐ Recognition on all promotional materials for each in-person event
- ☐ Recognition during each webinar
- ☐ Recognition on social media event promotions
- ☐ Sponsors can display a banner at live programs
- ☐ One (1) registration and proceedings for each event

Bronze - \$500

- ☐ Logo in the Bronze sponsor collage in the monthly newsletter
- ☐ Recognition on social media event promotions
- ☐ Recognition during each webinar
- ☐ Representative will be introduced at live programs

As a sponsor at any level, it is encouraged that you help promote and share the monthly I-29 newsletter and sponsored events with your clientele.

Your financial support is vital and greatly appreciated. If you are interested in being an I-29 Moo University programming sponsor receiving the benefits listed above for July 2023 through June 2024, please **confirm your commitment and sponsorship level by Sept 15, 2024.**

You can register your sponsorship and pay online at <https://go.iastate.edu/SPONSOR2425>

If you have any questions regarding payment please call

In Iowa:

Jennifer Bentley at 563.382.2949 or email jbentley@iastate.edu

Fred Hall at 712.737.4230 or e-mail fredhall@iastate.edu

In South Dakota:

Patricia Villamediana at 605.882.5140 or email patricia.villamediana@sdstate.edu

In Minnesota:

Jim Salfer at 612.360.4508 or email salfe001@umn.edu

Thank you for your consideration.

Sponsorship committee members: Fred Hall, Patricia Villamediana, Jim Salfer, Jennifer Bentley



I-29 Moo University

Educating and Ag-vocating for the Future

2024-2025 Annual Sponsorship Invoice Checklist



DATE: _____

SPONSOR COMPANY: _____

(Company Name Here)

Address _____

City, State and Zip _____

SPONSOR WEBSITE LINK (GOLD LEVEL ONLY): _____

EMAIL SPONSOR LOGO FOR WEBSITE TO: fredhall@iastate.edu

SPONSOR CONTACT: _____

(Contact Person Here – name, phone, email)

Sponsorship level	Amount	Choose level (check box)
Gold	\$2,000	
Silver	\$1,000	
Bronze	\$500	

Total: _____

Payment type (check one): ☐ Check ☐ Credit card

The I-29 Moo University and the participating Universities: Iowa State University, University of Minnesota, University of Nebraska, and South Dakota State University, would like to **THANK YOU** for being an Annual Sponsor of I-29 Moo University programs.

Please make checks payable to **"ISU Extension - I-29"** and include a **copy of this invoice** with your check

Please mail check and invoice to:
ISU Extension and Outreach, Sioux County
400 Central Ave, NW, Suite 700
Orange City, IA 51041

