



HOLSTEIN ASSOCIATION

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February 28, 2019

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Dear Dairy Industry Professional,

The California Holstein Association is a non-profit organization that strives to provide leadership, information, and services to foster success of members, dairy producers and industry professionals statewide.

Every year the California Holstein Association hosts a State Holstein Show. In addition to a Black and White (B&W) Holstein Show, a Red and White (R&W) Show was added to help further promote the quality and variety of cattle California has to exhibit. In conjunction with the Holstein Show, there is also a Spring Jersey Show that brings in more exhibitors, animals and spectators. We consistently hold one of the highest quality shows in the Western US.

In addition to the Open Holstein Show, we also have a very competitive Junior Show. Last year there were 67 youth that participated in the Showmanship contest, and 48 exhibited their cattle in the Junior Holstein Show. The California Junior Membership continues to grow, currently having 293 members. The California State Show is a great chance for these juniors to get the recognition for their hard work with project animals that they all deserve.

Each year, we take pride in selecting skilled and experienced judges to invite to officiate our prestigious show. This year, our judge will be Mike Duckett from Rudolph, Wisconsin. Mike and his family own & operate Duckett Holsteins, merchandising genetics worldwide. He has developed and exhibited many All-American nominees, and earned the Premier Exhibitor Banner at the 2018 World Dairy Expo Holstein Show. He is highly regarded as a judge because of this experience raising and developing his own herd on a daily basis.

The 2019 CA State Holstein Show will be held at the Stanislaus County Fairgrounds in Turlock, with the show taking place over a two-day period, April 18-19. Our committee has chosen to hold the show on a Thursday and Friday, due to requests from many industry professionals. Last year's show had a record attendance for both animals exhibited and spectators attending. There were over 300 entries- nearly half of them from youth members, with 190 Black and White Holsteins, 35 Red & White Holsteins and 85 Jerseys.

The tentative schedule for the 2019 State Holstein Show is as follows:

Monday, April 15, 2019 – Animals move into fairgrounds

Thursday, April 18, 2019

8:00 am – California Spring Jersey Show

1:30 pm – CA State Holstein Show Heifer Classes

5:30 pm – Youth Showmanship & Fitting Contest

6:30 pm - Barbeque Dinner

Friday, April 19, 2019

8:00 am – CA State Holstein Show Cow Classes

9:00 am – The 45th Annual California State Holstein Futurity

The California State Holstein Show has many sponsorship opportunities available; we would appreciate your support at any level. This is a great chance to promote your brand to current and prospective clients in the dairy industry, while appreciating the passion Holstein breeders within this state have for progressive genetics. Please find enclosed a list of all sponsorship opportunities and the benefits offered for each donation and/or sponsorship level.

We look forward to partnering with you to make our California State Holstein Show a success! Please contact me or any of our board members with any questions. Thank you for your time and consideration.

Warmest Regards,

Kate Teixeira, Office Manager- CA Holstein Association

805-801-0463 californiaholstein@yahoo.com www.caholstein.com

California State Holstein Show Sponsorship Confirmation

Contact Name: _____

Business Name: _____

Address: _____

Phone: _____ E-mail: _____

Sponsorship Opportunities

OPEN SHOW

- _____ Online Show Coverage
 - _____ \$1,000.00 Black & White Show
 - _____ \$500.00 Red & White Show
- _____ **SOLD** 1st Place California Holstein Futurity \$1,000.00
- _____ 2nd Place California Holstein Futurity \$750.00
- _____ 3rd Place California Holstein Futurity \$500.00
- _____ **Grand Champion Award \$1,000.00**
 - _____ B&W Holstein Show
- _____ **Grand Champion Award \$500.00**
 - _____ R&W Holstein Show
- _____ **Reserve Grand Champion Award \$500.00**
 - _____ B&W Holstein Show
 - _____ R&W Holstein Show
- _____ **Best Bred & Owned \$500.00**
 - _____ B&W Holstein Show
 - _____ R&W Holstein Show
- _____ **Champion Class Sponsor \$250.00**
 - _____ Junior Champion and Reserve
 - _____ Junior Champions *Red & White
 - _____ Intermediate Champion and Reserve
 - _____ Intermediate Champions *Red & White
 - _____ Senior Champion and Reserve
 - _____ Senior Champions *Red & White
- _____ **Class Sponsor \$50.00**
 - _____ B&W Class _____ R&W Class

JUNIOR SHOW

- _____ **SOLD** Grand Champion Award
- _____ Reserve Grand Champion Award \$500.00
- _____ Best Bred & Owned \$500.00
- _____ Champion Class Sponsor \$250.00
 - _____ **SOLD** Junior Champion
 - _____ Res. Junior Champion
 - _____ Junior Champions R&W
 - _____ Intermediate Champion and Reserve
 - _____ Intermediate Champions R&W
 - _____ Senior Champion and Reserve
 - _____ Senior Champions R&W
- _____ Showmanship Champion Sponsor \$250.00
- _____ Showmanship Class Sponsor \$50.00
- _____ Class Sponsor \$50.00
- _____ Cash Donation—May be used wherever necessary

Note: If sponsorship is already filled, your donation will be used to fulfill another sponsorship at the same level.

Kindly return form by Monday, April 2nd

Please make all Sponsorship or Donation checks payable to:

California Holstein Association
P.O. Box 507
Keyes, CA 95328

thank you for your support!

CA State Holstein Show Donor and Sponsorship Opportunities

Platinum Level Opportunities

- **1st Place California Holstein Futurity \$1,000.00:** The 45th Annual California State Futurity will select the best Three year old cow from the females nominated by breeders from around the state, that were entered as young calves. This prestigious event has been held for 45 years, showcasing the accomplishments of breeders across the state. A company representative may present the award, and have their picture in the 2019 California Holstein News Annual magazine.
- **Online Show Coverage- Open Show \$1,000.00:** Display your company logo and link to website with the show results online! Cowsmopolitan, the dairy industry's leader in show and sale coverage, will be on hand posting pictures and placings during the event. Our show coverage will be linked to their website and social media where Cowsmo has 174,000 followers on Facebook, and a weekly reach over 3 million.
- **Grand Champion Award \$1,000.00 B&W Holsteins:** This award recognizes the judge's choice for the best cow of the entire California State Holstein Show. Company representative may present award, and be pictured in the 2019 California Holstein News Annual magazine. In addition you will receive all the Platinum Level opportunities.

All Platinum Level Sponsors \$1,000 +: *Company name and logo on a banner that will hang in or around the show ring. Company name, logo and website will be listed in the 2019 CA Holstein News Annual magazine under donors. Company name listed on California Holstein Website and Facebook page, as well as announced throughout the California Holstein Show as a Platinum Sponsor.*

Gold Level Opportunities

- **2nd Place California Holstein Futurity \$750.00:** The 45th Annual California State Futurity 2nd Prize Three year old.
- **3rd Place California Holstein Futurity \$500.00:** The 45th Annual California State Futurity 3rd Prize Three year old.
- **Grand Champion Award \$500.00 R&W Holsteins:**
This award recognizes the judge's choice for the best cow of the entire California State Red & White Holstein Show. Company representative may present award, and be pictured in the 2019 California Holstein News Annual magazine.
- **Best Bred & Owned of the Show \$500.00 B&W or R&W Holsteins:** This award recognizes the judge's choice for the Best Bred & Owned for the California State Holstein show. You can choose to sponsor either the Grand Champion for the Black and White Holstein Show or choose to sponsor the Red & White Grand Champion Holstein. To be eligible for this award the cow must be owned by the exhibitor that bred the animal.
- **Online Show Coverage- R&W Show \$500.00:** Display your company logo and link to website with the show results online at Cowsmopolitan!

All Gold Level Sponsors \$500 +: *All Gold level sponsors will receive their name on a banner that will hang in or around the show ring. Company name, logo & website will be listed in the 2019 CA Holstein News Annual magazine as a Gold level donor. Company name listed on California Holstein Website and Facebook page, as well as announced throughout the California Holstein Show as a Gold level Sponsor.*

Silver Level Opportunities

- **Champion Class Sponsor B&W or R&W Holsteins \$250.00:** Sponsor the Junior, Intermediate or Grand Champion award in either Open or Junior Division. Company representative may present the sponsored award during the show.

All Silver Level Sponsors \$250.00 +: *All Silver Level sponsors will receive their name on a banner that will hang in or around the show ring. Company name will be listed in the 2019 CA Holstein News Annual magazine as a Silver level donor. Company name listed on California Holstein Website and Facebook page, as well as announced throughout the California Holstein Show as a Silver level Sponsor.*

Class Sponsor

- **Open or Junior Holstein Classes \$50.00:** Sponsor a class at the 2019 California State Holstein Show. All class sponsors will be listed in the 2019 CA Holstein News Annual magazine as a Class Sponsor. Company name listed on California Holstein Website and Facebook page, as well announced throughout the California Holstein Show as a Class Sponsor.

California Holstein Publicity

- The California Holstein Association website (www.caholstein.com) receives nearly 1,500 unique visits per month.
- They also have over 1,700 Facebook followers
- E-newsletters are sent out advertising events and activities to just under 500 California Holstein members, also 1600 dairy industry "friends" throughout California, and 1300 out of state dairymen and industry allies.
- California Holstein News Annual magazine has a print circulation of 1,000. The distribution is membership and friends, National Holstein Convention and World Dairy Expo. Our publication is shared digitally through dairy and agriculture venues to nationwide and international enthusiasts, and is always available to view online.
- Print newsletters are sent out in both spring and fall. The letters are sent out to just under 500 CA Holstein members.