

September 23, 2021

Dear Friend of the Dairy and Agricultural Community:

It is our pleasure to announce the 2022 World Brown Swiss Conference has been set for October 1-5, 2022, in Madison, WI. The Brown Swiss Cattle Breeders' Association of the U.S.A. hopes to host several hundred Brown Swiss enthusiasts from over 25 countries to this great event. These dairymen and women are leaders in their area, striving for efficiency and productivity and seeking the newest science, technology and techniques for their operations. This will be a unique assembly of motivated and forward-thinking individuals.



Kicking off the 2022 World Brown Swiss Conference will be a welcome reception hosted by the renowned Voegeli Swiss Farm in Monticello, WI. Several pre-conference and post-conference farm tours are being planned as well as virtual farm visits. Presentations on cutting-edge technology from around the world will be the core of the conference technical sessions. Additional conference highlights will be the International Brown Swiss Show and World Premier Sale during World Dairy Expo. This combination of elite Brown Swiss cattle and innovative industry technology will make for a very special event.

This is a huge undertaking for the Brown Swiss Cattle Breeders' Association of the U.S.A. Our board, committees and membership invite you to partner with us in this endeavor.

The 2022 Conference comes at a great time in our agricultural industry when Brown Swiss genetics continue to gain in popularity worldwide. Global breed interest is a direct result of component pricing, heat tolerance, calm temperament, milk quality, sire selection, and a pure love for the Brown Swiss cow.

While demand for Brown Swiss genetics is at an all-time high and with a world population of well over 4 million Brown Swiss, we want to keep the momentum going by hosting the best world conference in history. It is more important than ever to hold onto our critical role in dairy genetics worldwide and continue to foster the demand for Brown Swiss. We will be able to accomplish these goals through your support!

By coming together to share goals and initiatives at the World Brown Swiss Conference, breeders can grow and unite with better knowledge and strategies for our breed as a whole. Your interest and financial backing in our world conference will not only give you worldwide exposure, but will no doubt lead to greater domestic and international business opportunities for your company. It all starts with your generous support.

The donation levels include:

Sponsorship Levels	<u>Platinum</u> \$20,000 and Over	<u>Gold</u> \$10,000 - \$19,999	<u>Silver</u> \$5,001 - \$9,999	<u>Bronze</u> \$2,501 - \$5,000	<u>Copper</u> \$901 - \$2,500	<u>Friend</u> Under \$900
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If you have questions, please feel free to contact any member of the Fundraising Committee. We would appreciate knowing of your sponsorship intent by completing the enclosed sponsorship form and returning it to the Brown Swiss Cattle Breeders' Association of the U.S.A. by January 31, 2022. With your support, we know this conference will be a huge success!

Sincerely,

2022 World Brown Swiss Conference Fundraising Committee

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2022 World Brown Swiss Conference Executive Co-Chairs: Kathi Brown-Meier 608-558-8089 and Dan Gilbert 920-222-9579

SPONSORSHIP FORM BROWN SWISS WORLD CONFERENCE - October 1 - 5, 2022

Sponsorship Levels	Sponsorship Benefit
Platinum \$20,000 and Over	<i>Most prominent logo/name on banner; Most prominent listing in all publications, including company name, contact person, address, and phone; Space at Madison Monona Terrace to accommodate 10-foot, free-standing display; 4 complimentary conference registrations; Opportunity to do welcome at all 3 evening social events and Monday breakfast; Banner ad on BSWC webpage.</i>
Gold \$10,000 - \$19,999	<i>Second most prominent logo/name on banner; Second most prominent listing in all publications, including company name, address, and phone; Space at Madison Monona Terrace to accommodate 8-foot, table-top display; 2 complimentary conference registrations; Opportunity to do welcome at Saturday Welcome Reception & Monday Closing Gala Dinner; Verbal recognition at Saturday & Monday evening social events and morning of seminars; Banner ad on BSWC webpage.</i>
Silver \$5,001 - \$9,999	<i>Third most prominent logo/name on banner; Third most prominent listing in all publications including company name and address; Space at Madison Monona Terrace to accommodate 8-foot, table-top display; 1 complimentary conference registration; Opportunity to speak at assigned event; Verbal recognition at Saturday & Monday evening social events and morning of seminars; Logo on BSWC webpage.</i>
Bronze \$2,501 - \$5,000	<i>Listing in all publications; Name listed on banner; Recognition at Monday Closing Gala Dinner; Logo on BSWC webpage. *Additional benefit for Breeders/Breeder Associations only: Space to accommodate 8-foot, table-top display.</i>
Copper \$901 - \$2,500	<i>Listed in all publications; Recognition at Monday Closing Gala Dinner; Name listed on BSWC webpage as being a sponsor.</i>
Friend Under \$900	<i>Name included in registration packets; Recognition at Monday Closing Gala Dinner.</i>

Business/Organization _____

Contact Person _____

Address _____

City _____ State _____ Zip _____

Phone / Fax _____

E-mail _____

Contribution Amount _____ Sponsorship Level _____

Do you have a web site address that you would like included in our recognition efforts? _____ Yes _____ No

Web site Address _____

May we utilize your logo in recognition materials? (If yes, please e-mail high resolution logo to rbovee@brownswissusa.com) _____ Yes _____ No

Send sponsorship forms by January 31, 2022 to:

Brown Swiss Cattle Breeders' Association
 c/o Allicia Horn, Committee Treasurer
 800 Pleasant Street; Beloit, WI 53511
 E-mail: ahorn@brownswissusa.com

Checks payable to: Brown Swiss World Conference

If you have questions or special considerations,
 please contact Norm Magnussen at
 608.365.4474 Ext. 24 or 414.916.2428 cell
 E-mail nmagnussen@brownswissusa.com