

2022 NATIONAL HOLSTEIN CONVENTION

Hosted by the Minnesota Holstein Association

JUNE 27 - JULY 1, 2022 - SIOUX FALLS, SOUTH DAKOTA

The Minnesota Holstein Association is excited and honored to be hosting the 2022 National Holstein Convention June 27-July 1, 2022, at the Sheraton Sioux Falls and Denny Sanford Premier Center in Sioux Falls, South Dakota.

The primary source of funding for the convention comes from our sponsors. As a State Holstein Association, we are responsible for 100% of the convention funding. Convention is a unique time of the year as we host Holstein delegates from all across the country. These delegates come together to deliberate socio-political and economic matters that directly impact the day-to-day business of today's dairy farms. Even better, 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.

PROGRESS ON THE PLAINS will embody the generational progress we as an industry have accomplished. 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, which result in increased annual profitability. Today's technology has helped 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 first ever Data and Innovations Summit and the 137th 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 I-29 and I-90 corridors, Sioux Falls is a unique stop along the way to a host of booming dairy farms.

Becoming a sponsor of the 2022 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:

- The 2022 National Holstein Convention will be held in Sioux Falls, South Dakota; a city built around agriculture
- We are doubling down! The combined efforts of Minnesota and South Dakota dairy producers doubles down our outreach efforts and the total number of dairy enthusiasts involved with this year's convention.
- Holstein Association USA is the largest and most progressive dairy breed organization in the world. 20,000 adult members and over 8,000 junior members comprise the over 28,000 total Holstein Association USA membership.
- Holstein USA registers over 370,000 Holsteins annually.
- Of the 1,500 expected attendees, 500-600 will include junior members.
- Unique to this convention will be the first-ever Data and Innovations Summit. The event will draw additional dairy farmers from around the U.S. and world.
- The attendees to this convention are a very focused group — you know who your audience is.
- Take the NUMBER of cows represented TIMES the cost of goods your business sells or services and this opportunity EQUALS unbelievable \$ potential!

Your sponsorship response will help ensure the success of the 2022 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 July 1st. Payments can be split between 2021 and 2022 or paid in either year. Donations are tax-exempt based on Minnesota Holstein Association's 501(C)(3) status via its Foundation.

Please do not hesitate to contact us with any questions or concerns. We look forward to hearing from you at your earliest convenience.

Cordially,

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