



2021 Sponsorship Categories

Diamond → \$10,000+ (limit 1)

This sponsorship is specialized per the request of industry partners to meet the needs of the partner and conference organizers.

Platinum → \$5,000+ (limit 6)

This sponsorship level includes a full banner ad and vendor badge on website, 15 complimentary company registrations and 15 producer registrations, a 7-minute pre-session breakout room, literature to be included in the participant virtual swag bags.

Gold → \$2,500+

This sponsorship level includes a medium banner ad and vendor badge on website, 10 complimentary company registrations and 10 producer registrations, a 30 second promotional clip, literature to be included in the participant virtual swag bags.

Silver → \$1,000 - \$1,499

This sponsorship level includes a company branded half banner and vendor badge on website, three complimentary company registrations and three producer registrations, a 15 second promotional clip, literature to be included in the participant virtual swag bags.

Bronze → \$500 - \$1,000

This sponsorship level includes company logo vendor badge on website with link over to your website, two complimentary company registration and two producer registrations, literature to be included in the participant virtual swag bags.

Dairy Ambassador Sponsorship → \$250

Sponsors also have the opportunity to support the Dairy Ambassador program by adding \$250 to your sponsorship. These funds will support youth scholarships and costs associated with the dairy ambassadors supporting and promoting the dairy industry throughout the state.

Special → If you would like to customize a sponsorship package, please call Brian Troyer at 616-293-3189 or Megghan Honke Seidel 989-666-3773 to make arrangements.

To become a sponsor, go to: glrdc.org

Sponsorship Details

The sponsor is responsible for the creation and submission of the following items per their designated sponsorship level:

- Website Banners
 - o Full Banner – 728x90 pixel jpg
 - o Medium Banner – 468x60 pixel jpg
 - o Half banner – 234x60 pixel jpg
- Five to Seven-minute recorded infomercial with time for questions
 - o Mp4 recording
- Promotional clips either 30 or 15 second
 - o Mp4 recording
- Company logo badge – must be designed in a 250x250 pixel square jpg

Banners, logo badges, promotional videos must be submitted by January 15, 2021 to be added to the program website. Please include the link you want your banner or badge connected to through the website. We highly encourage you to create a landing page on your website that is specialized for the conference including opportunities for attendees to connect with your representatives. Sign up and submit your sponsorship materials soon for early promotion!

If you wish to have literature included in our virtual swag bag, submit a pdf of your materials by January 15, 2021. We encourage you to offer discounts or other benefits in your materials.

Submit materials to Megghan Honke Seidel at honkemeg@msu.edu. If the Mp4 files are too large to email, contact Megghan to determine a file transfer process.