



## **SCHOLARSHIP**

**FUNDRAISING GOAL: \$70K**

**TAX DEDUCTIBLE: ALL  
CONTRIBUTIONS ARE TAX  
DEDUCTIBLE**

**OUR MISSION: TO BUILD  
STRONG LEADERS FOR  
OUR FUTURE BY  
SUPPORTING MERIDIAN-  
AREA 4-H AND FFA  
PROGRAMS.**

## **SPONSORSHIP FUNDS SUPPORT**

**WEST ADA SCHOOL DISTRICT  
STUDENTS &  
MEMBERS OF TREASURE  
VALLEY AREA FFA CHAPTERS**

**4-H & FFA MEMBERS  
TO TRAVEL TO  
REGIONAL & NATIONAL  
AGRICULTURAL  
EDUCATIONAL  
CONFERENCES**

SINCE 1929

# **DAIRY DAYS JUNE 20-22 2024**

**MERIDIAN IDAHO**

**SPONSORSHIP OPPORTUNITIES 2024  
DAIRYDAYS.ORG**



**NEXT STEPS:  
PLEASE REVIEW THE SPONSORSHIP TIERS AND  
DETERMINE WHICH ONE IS APPROPRIATE FOR YOU.**

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208.724.9649  
EMBER@GOSPONSORTHIS.COM**

# 2024 SPONSORSHIP TIERS

## HOST - \$20,000

\*1 AVAILABLE

### PARADE EXCLUSIVE HOST

- LEAD FLOAT
- CANDY DISTRIBUTION
- ENTRY FEE WAIVED
- SIGNAGE POSTED AT START & FINISH
- DAIRY DAYS ONSITE- PREFERRED LOCATION**
- 10X20 VENDOR BOOTH
- THURS, FRI, SAT

### GOLF TOURNAMENT

- HOLE SPONSORSHIP
- GOLF TEAM ENTRY-TEAM OF 4
- PRINCESS PAGEANT TICKETS - 4**
- "ALL YOU CAN RIDE WRISTBANDS" - 25**
- MERIDIAN SPEEDWAY TICKETS - 10**

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA INCLUSION 3X/3WK
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- BLOG CONTENT AVAILABILITY
- LOGO INCLUSION ON PROMOTIONAL MATERIALS
- RADIO/TV CAMPAIGN INCLUSION- 2 WEEKS



## PLATNIUM -\$15,000

\*1 AVAILABLE

### STAGE SPONSOR

- SIGNAGE & ANNOUNCEMENTS ON MAIN STAGE

### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE-PREFERRED LOCATION**
- 10X10 VENDOR BOOTH
- THURS, FRI, SAT

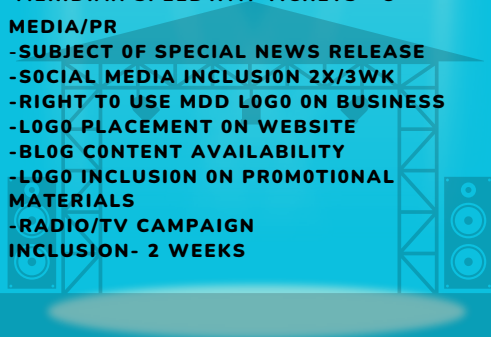
### GOLF TOURNAMENT

- HOLE SPONSORSHIP
- GOLF TEAM ENTRY-TEAM OF 4

- PRINCESS PAGEANT TICKETS - 2**
- "ALL YOU CAN RIDE WRISTBANDS" - 20**
- MERIDIAN SPEEDWAY TICKETS - 8**

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA INCLUSION 2X/3WK
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- BLOG CONTENT AVAILABILITY
- LOGO INCLUSION ON PROMOTIONAL MATERIALS
- RADIO/TV CAMPAIGN INCLUSION- 2 WEEKS



## GOLD- \$10,000

\*1 AVAILABLE

### FRIDAY NIGHT MUSIC FEST PRESENTS

- SIGNAGE & ANNOUNCEMENTS ON MAIN STAGE

### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- PREFERRED LOCATION**
- 10X10 VENDOR BOOTH
- THURS, FRI, SAT

### GOLF TOURNAMENT

- HOLE SPONSORSHIP
- GOLF TEAM ENTRY-TEAM OF 4
- "ALL YOU CAN RIDE WRISTBANDS" -15**
- MERIDIAN SPEEDWAY TICKETS -6**

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA INCLUSION 2X/3WK
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- BLOG CONTENT AVAILABILITY
- LOGO INCLUSION ON PROMOTIONAL MATERIALS
- RADIO/TV CAMPAIGN INCLUSION- 2 WEEKS



## THURSDAY DAY SPONSOR \$7500

- ICE CREAM SOCIAL - RACE AT SPEEDWAY - CARNIVAL & VENDORS OPEN**

### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- ENTRY LOCATION**
- 20X20 VENDOR BOOTH THURS
- LIVE ANNOUNCEMENTS FROM STAGE
- DAY SIGNAGE AVAILABLE ON FRANKLIN

- "ALL YOU CAN RIDE WRISTBANDS" -10**
- MERIDIAN SPEEDWAY TICKETS -4**
- MEDIA/PR - SAME INCLUSIONS AS SILVER**

## FRIDAY DAY SPONSOR \$7500

- DAIRY SHOW SPONSOR- 4H BREAKFAST - MUSIC DAY - CARNIVAL & VENDORS OPEN**

### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- ENTRY LOCATION**
- 20X20 VENDOR BOOTH FRI
- LIVE ANNOUNCEMENTS FROM STAGE
- DAY SIGNAGE AVAILABLE ON FRANKLIN

- "ALL YOU CAN RIDE WRISTBANDS" -10**
- MERIDIAN SPEEDWAY TICKETS -4**
- MEDIA/PR - SAME INCLUSIONS AS SILVER**

## SATURDAY DAY SPONSOR \$7500

- REAL DAIRY PARADE- MUSIC IN THE PARK - CARNIVAL & VENDORS OPEN**

### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- ENTRY LOCATION**
- 20X20 VENDOR BOOTH SAT
- LIVE ANNOUNCEMENTS FROM STAGE
- DAY SIGNAGE AVAILABLE ON FRANKLIN

- "ALL YOU CAN RIDE WRISTBANDS" -10**
- MERIDIAN SPEEDWAY TICKETS -4**
- MEDIA/PR - SAME INCLUSIONS AS SILVER**

## SILVER- \$4,000 \*UNLIMITED

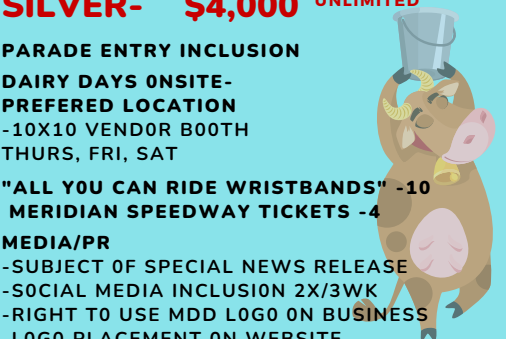
### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- PREFERRED LOCATION**
- 10X10 VENDOR BOOTH
- THURS, FRI, SAT

- "ALL YOU CAN RIDE WRISTBANDS" -10**
- MERIDIAN SPEEDWAY TICKETS -4**

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA INCLUSION 2X/3WK
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- BLOG CONTENT AVAILABILITY
- LOGO INCLUSION ON PROMOTIONAL MATERIALS



## BRONZE- \$1,000 \*UNLIMITED

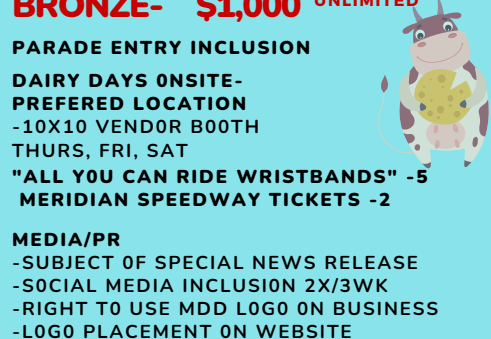
### PARADE ENTRY INCLUSION

- DAIRY DAYS ONSITE- PREFERRED LOCATION**
- 10X10 VENDOR BOOTH
- THURS, FRI, SAT

- "ALL YOU CAN RIDE WRISTBANDS" -5**
- MERIDIAN SPEEDWAY TICKETS -2**

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA INCLUSION 2X/3WK
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- BLOG CONTENT AVAILABILITY
- LOGO INCLUSION ON PROMOTIONAL MATERIALS



## ICE CREAM SOCIAL \$2500

### EXCLUSIVE THURSDAY EVENT

- DAIRY DAYS ONSITE- ICE CREAM SOCIAL**
- 10X10 VENDOR BOOTH THUR
- SIGNAGE AT EVENT

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA EVENT
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- LOGO INCLUSION ON ICE CREAM SOCIAL MATERIALS



## FRIDAY 4-H BREAKFAST \$2500

### EXCLUSIVE FRIDAY BREAKFAST

- DAIRY DAYS ONSITE- 4H BREAKFAST**
- 10X10 VENDOR BOOTH FRI AM
- SIGNAGE AT BREAKFAST

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA EVENT
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- LOGO INCLUSION ON BREAKFAST MATERIALS



## OLD MACDONALD FARM \$2500

### EXCLUSIVE OLD MACDONALD FARM

- DAIRY DAYS ONSITE- AT ENTRY OF FARM**
- 10X10 VENDOR BOOTH THURS-SAT

### MEDIA/PR

- SUBJECT OF SPECIAL NEWS RELEASE
- SOCIAL MEDIA EVENT
- RIGHT TO USE MDD LOGO ON BUSINESS
- LOGO PLACEMENT ON WEBSITE
- LOGO INCLUSION ON OLD MACDONALD FARM MATERIALS



## GOLF TOURNAMENT HOLE SPONSOR \$1000

- MONDAY JUNE 17TH LAKEVIEW GOLF COURSE**
- HOLE SPONSORSHIPS AVAILABLE

- TEAM IN THE TOURNAMENT
- COMPANY LISTED IN THE TOURNAMENT DAY PROGRAM

- OPPORTUNITY TO REPRESENT A COMPANY & INTERACT WITH GOLFERS
- ABLE TO PUT A TENT ON A HOLE





# WHY DAIRY DAYS?

## DAIRY DAYS THE MOST ICONIC FAMILY EVENT IN MERIDIAN!

FROM A CELEBRATION OF DAIRY FARMERS AND THEIR FAMILIES COMING TOGETHER TO SHOW THEIR ANIMALS AND ENJOY EACH OTHERS COMPANY TO A CELEBRATION OF THE HISTORY OF MERIDIAN AS THE DAIRY CENTER OF IDAHO

### MONDAY:

4TH ANNUAL KEITH BIRD  
MEMORIAL GOLF TOURNAMENT  
LAKEVIEW GOLF COURSE



### WEDNESDAY:



73RD ANNUAL MERIDIAN DAIRY DAYS  
PRINCESS PAGEANT

### THURSDAY: LIVE MUSIC

ICE CREAM SOCIAL  
RACE AT SPEEDWAY

VENDORS OPEN IN STOREY PARK  
OLD MACDONALD FARM  
RAINIER CARNIVAL OPENS



FRIDAY NIGHT MUSIC FEST  
OLD MACDONALD FARM  
4-H BREAKFAST

4-H & FFA DAIRY CATTLE SHOW  
4-H & FFA DAIRY GOAT SHOW  
VENDORS IN STOREY PARK  
RAINIER CARNIVAL



### FRIDAY:



WITH THE LOSS OF FARMLAND AND FEWER DAIRY FARMS IN THE  
TREASURE VALLEY THE INTENT IS TO SUPPORT THE YOUNG  
PEOPLE WHO WANT TO PURSUE AN EDUCATION IN AGRICULTURE  
AND ESPECIALLY IN DAIRY RELATED FEILDS.

WITH THE EVER CHANGING LANDSCAPE IN THE TREASURE VALLEY  
THERE IS ONE CONSTANT, WE HAVE TO EAT. THE MORE FOOD WE  
CAN PRODUCE LOCALLY- THE BETTER IT IS FOR THE ENTIRE  
COMMUNITY.

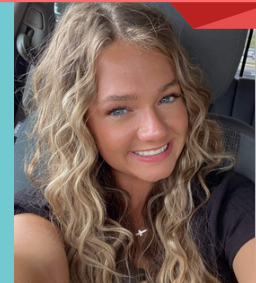
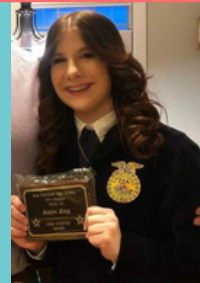
### SATURDAY:

VENDORS IN STOREY PARK  
OLD MACDONALD FARM  
RAINIER CARNIVAL  
REAL DAIRY PARADE  
LIVE MUSIC



**2023 MERIDIAN DAIRY DAYS AWARDED**

**22K IN LOCAL SCHOLARSHIPS**





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# JUNE 20-22 2024

## SPONSORSHIP NEXT STEPS

Plans for the 2024 Meridian Days are well underway, and we invite you to be part of the excitement and the memories of Idaho's largest parade and city event.

Your sponsorship will make a huge difference in the lives of area students to keep our local agricultural industry alive, especially Meridian area youth programs like FFA and 4-H.

It will not only give those members the opportunity to show off their dairy projects, but also to receive scholarships to further their education.

Making Meridian Dairy Days happen requires the support, skills, and drive of our whole community: entrepreneurs, investors, civic leaders, educators, business pioneers, and more.

In order to engage the entire community, we offer several tiers of sponsorship opportunities, allowing sponsors to contribute in an array of capacities, from leveraging individual resources to enterprise-scale offerings.

Our corporate sponsorships are created to assist partners in achieving their marketing goals including increased traffic, sales and brand awareness to local audiences.

By partnering with Meridian Dairy Days and Stock Shows, Inc (which oversees Meridian Dairy Days) you'll be supporting a great cause while increasing your market exposure in the Treasure Valley.

Show our area, state and country that we can continue to make this a successful community celebration, where families can enjoy the many fun events Meridian Dairy Days offers.

We look forward to working with you and appreciate your support. Thank you for your consideration.

Hans Bruijn  
President, Meridian Dairy Days and Stock Shows, Inc  
208-615-3789  
bruijn@centurylink.net

## NEXT STEPS:

Please review the sponsorship tiers and determine which one is appropriate for you.

## CONTACT:

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