



ADGA National Convention, October 19-24, 2024

Grand Geneva Resort – Lake Geneva, WI

The Wisconsin Dairy Goat Association (WDGA) along with the American Dairy Goat Association (ADGA) will be hosting the national ADGA Convention and Annual Meeting in the Fall of 2024 in beautiful Lake Geneva, Wisconsin. With over 20,000 members, ADGA is the largest registry of dairy goats in the United States. Wisconsin, long known as “America’s Dairyland” is also home to a thriving and successful dairy goat industry. In fact, our state boasts the largest number of dairy goats in the nation at over 74,000 as of 2022. WDGA is a 501 C. nonprofit and highly active statewide association that promotes and supports the agricultural education of dairy goat owners, commercial producers, 4-H, and FFA youth. It also educates the public about the many benefits of goat milk and goat milk products.

The ADGA Convention and Annual Meeting is held annually at different locations around the country. Wisconsin’s opportunity to host this premiere event promises a strong representation of dairy goat owners from across the Midwest and nation. The week consists of diverse educational programming, networking events, opportunities for youth engagement, and culminates with a nationally prestigious sale known as the “Spotlight Sale,” of dairy goats selected from high quality herds across the nation.

Attendees have numbered between 400 and 600 dairy goat owners, both adults and youth at this event, generating revenue for surrounding businesses. Additionally, we plan to livestream several of our marquee events in 2024, including the bi-annual Type Conference and annual Spotlight Sale, allowing dairy goat enthusiasts from across the country and around the world to watch these events in real time. This event offers a unique opportunity for many regional and national livestock-oriented businesses to showcase their products and/or brand. The Wisconsin Dairy Goat Association relies on sponsors, both corporate and individual, as they are an integral part of the event budget.

At past ADGA conventions businesses have found it very profitable to participate as a sponsor. In turn, WDGA and ADGA members support those businesses that support our associations. Finally, because of our association’s nonprofit status, there may be tax benefits to your corporation or organization’s donation to our group. All money raised will be used towards programming and the associated costs linked to putting on an event of this scale. We hope that you will join us as a sponsor at the 2024 ADGA National Convention and Annual Meeting!

Thank you for your time and consideration,

Randy Adamson, President of WDGA and Anna Thompson Hajdik, Local Host Coordinator

**Consider being a sponsor of the Wisconsin Dairy Goat Association's efforts to
host the ADGA National Convention & Annual Meeting!**

SPONSOR BENEFITS AND LEVELS:

	FRIEND	BRONZE	SILVER	GOLD	PLATINUM	*EVENT
LEVEL	Up to \$100	\$100-\$250	\$250-\$500	\$500-\$1,000	\$1,000-\$2000	\$2,000-And Up
Listing in the Printed Convention Program distributed to all convention attendees						
Listing in the Convention Program; Print & Web; Sponsor sticker displayed on organization representative convention name tags						
All of the above + placement on the WDGA and ADGA convention websites + 1 x mention on the WDGA social media accounts						
All of the above + sponsor's printed business card included in convention attendee hospitality bag						
All of the above + sponsor tri-fold brochure inclusion in convention attendee hospitality bag + Option to occupy ONE general programming slot on the convention schedule + a vendor space + a full week of registration x 2						
All of the above + Option to occupy TWO general programming slots on the general programming schedule; a vendor space, full convention week registration x 2; full meals x 2.						

***For our Event sponsors, additional opportunities are available, beginning at \$250. These opportunities may include "Sponsor of the Day" designations, logo placement during livestreamed events, and special occasion dinners.**

Questions? Reach out to our WDGA sponsorship co-chair Cameron Jodlowski at cameron.jodlowski@gmail.com to put together a unique sponsorship package that works for you! Ready to sponsor now? Indicate your choice of sponsorship level by sending a check payable to WDGA at the attention of Kristie Dooley, WDGA Treasurer, 4416 S. Carver Rd. Orfordville, WI 53576. You may also send your sponsorship via PayPal to Widairygoat@gmail.com

By sponsoring this event, you are supporting one of the fastest growing animal production sectors in the United States! We look forward to your positive response!

