



Dairy Learning Center

SPONSORSHIP OPPORTUNITIES

2021-2023



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INSIDE:

About The DLC
Special Programming
Sponsorship Levels
FAQ's

HELLO.

To our partners in the farming community:

The Dairy Learning Center, Inc, (DLC) is a 501(c)(3) non-profit organization whose mission is to provide an educational experience centered around dairy science and agriculture to help bring consumers closer to where their food comes from.

Located at MVP Dairy, LLC, in Celina, Ohio, the DLC has a unique opportunity to provide visitors a firsthand look at a new, state-of-the-art dairy farm. Interactive displays and videos also help share the story of how dairy foods are produced from healthy soil to nutritious milk and dairy foods. Our interactive format encourages conversations on animal welfare, environmental stewardship, and food safety in a fun and educational way.

To further support the future of the dairy community and beyond, The Dairy Learning Center, Inc. is also working to provide scholarship(s) to students preparing for a career in agriculture and offers paid internships to students studying an agricultural related field.

After officially opening our doors to visitors in November 2019, we hosted thousands of visitors including many community and school groups with the intention of becoming a staple in their regular curriculum. The center has also hosted other farmers and agricultural community members as well as various national and global thought leaders and government officials.

The last several months have brought many challenges, but it has become evident that as an essential industry, we have the attention of our consumers like never before. To continue our education programs for the 2020-2021 school year, we have added a virtual tour option to the Dairy Learning Center that will allow us to accommodate current safety guidelines and reach beyond our immediate community.

As we plan for the future, we are asking for your support to help us put our best foot forward for all dairy and agriculture. Our tours, in-person and virtually, can provide an opportunity to leave a lasting positive impression for the entire dairy and farming community. Please consider providing financial support as we plan for the next two years, 2021-2023. Your support will help ensure dairy's future by helping us bring consumers back to the farm and closer to their food. Thank you for your time and consideration.

Sincerely,

Kyle Van Tilburg
MVP Dairy & VanTilburg Farms
President, Founding Member of DLC

Clay McCarty
MVP Dairy & McCarty Family Farm
Treasurer, Founding Member of DLC

Allison Ryan
MVP Dairy
Secretary, Founding Member of DLC



OUR MISSION

The Dairy Learning Center, Inc. (DLC) is a non-profit organization that exists to promote the dairy and agricultural community through interactive, on-farm, learning experiences.



On-Farm Tours

Our guided tours feature an inside look at our new and innovative 4,500-cow dairy farm, including 6, 6-row freestall barns and an 80-cow rotary parlor. Guests of all ages also enjoy interactive educational games and displays including a touch screen dairy case, two virtual reality experiences and a four seasons soil health and crop growing simulator.

OUR PROGRAMS

The DLC team is equipped to host individuals, schools, community or corporate groups and fellow industry members in-person or virtually.

Virtual Experiences

Live virtual tours are hosted by DLC team members and give viewers the chance to virtually tour the dairy farm from anywhere. Live Q&A is always available and encouraged! Virtual learning experiences also make it easy for partner collaborations for all types of dairy and non-dairy audiences.

OUR MESSAGE

In addition to an in-depth look at a state-of-the-art dairy farm, interactive displays share information on best practices in:

- ▶ **Cow Care**
- ▶ **Environmental Stewardship**
- ▶ **Dairy Food Safety**
- ▶ **Worker Care**



Supporting Ag Students

Agriculture students help with tours and programming through our hands-on internship program. These internships offer students experience in communicating dairy's story, as well as learning more about best practices in animal welfare, environmental stewardship and dairy food safety. The DLC will also offer an annual scholarship to a student pursuing a career in agriculture.

Special Events

An annual Farm to Table dinner and other TBD board approved events like workshops and trainings can also be hosted on-site in coordination with on-farm tours. Proceeds will help fund the DLC and offer ag and non-ag groups a unique learning experience during their own event or meeting.

OUR VISION

Consumers are progressively becoming further removed from farming and agriculture. Our vision is to create an experience around dairy farming that fosters an open and honest conversation around responsible food production and provides consumers with a better understanding of where their food comes from.

Being situated on a progressive and innovative dairy farm, we have the unique opportunity to showcase the important work of our extended dairy community and help ensure we all have a place at the table for generations to come.

OUR PROGRESS

The Dairy Learning Center opened to the public in November 2019 with more than 20 educational and interactive displays in place.

Guests complete a pre and post survey to help us better understand our visitors and their perceptions of dairy foods and farming. The survey also helps us ensure the effectiveness of the content and identify potential opportunities for improvement.

98%

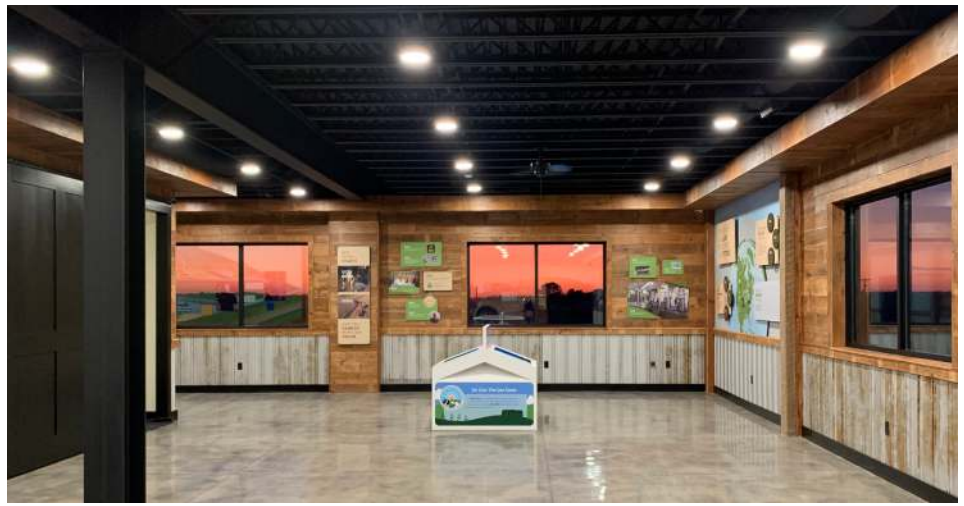
of surveyed visitors
have given their
experience 5 out of 5 stars



“Great place to visit, it was very informative.
I highly recommend this tour!”



“Thank you for being great hosts and for a very informative visit about your operation and dairy farming in general!”





Post survey, in your opinion...

Dairy farmers provide excellent care to their cows:

Avg. 9.7 out of 10

Farmers are responsible stewards of the land:

Avg. 9.7 out of 10

U.S. dairy foods are safe and nutritious:

Avg. 9.6 out of 10



“The Learning Center team really went above and beyond to ensure my class had the best experience possible. I would definitely recommend their virtual field trip to anyone.”



“Thanks for your transparency and boosting dairy’s public perception.”



YOUR SUPPORT

(Please plan on a two-year commitment, invoiced annually)

SUPPORTING SPONSOR *\$5,000 Sponsorship*

- Your corporate website link on the Dairy Learning webpage/Site
- Name and logo on scrolling welcome screen in the Dairy Learning Center
- Company name listed in the Dairy Learning Center Brochure
- Company name listed on virtual registration page
- Company name on virtual tour social media promotion graphics



BRONZE SPONSOR *\$10,000 Sponsorship*

- ALL BENEFITS OF A SUPPORTING SPONSOR +
- Company name listed as Bronze Sponsor on wall in Dairy Learning Center
- LOGO on scrolling welcome screen in the Dairy Learning Center
- Acknowledgment during virtual tours
- Logo on virtual tour social media promotion graphics

SILVER SPONSOR *\$15,000 Sponsorship*

- ALL BENEFITS OF A BRONZE SPONSOR +
- LOGO on sponsor wall with SILVER designation in Dairy Learning Center
- One customized virtual tour to meet your needs for customers or internal team.
- A corporate promotional piece, made available to guests on site
- Special recognition at Dairy Learning Center (virtual & or in person) events. *Events TBD by DLC Board

GOLD SPONSOR *\$25,000+ Sponsorship*

- ALL BENEFITS OF A SILVER SPONSOR +
- LOGO on sponsor wall with GOLD designation in Dairy Learning Center
- One DLC Board Seat (*meets twice a year, for a two-year term*)
- Branded Spot/Display in Learning Center (*Display cost is included but cannot exceed more than 25% of annual contribution*)
- Logo on all virtual tour registration/confirmation emails

Frequently Asked Questions

1. How is the sponsorship money used?

100 percent of the proceeds go towards funding the Dairy Learning Center and/or scholarships.

2. Is there an admission fee to visit the DLC?

The regular admission fee for visitors is \$5 per person. School groups are charged \$2 per student, but the fee is waived if the school is underfunded. All revenue stays in the learning center.

3. Why are sponsorships a two-year commitment?

To be most efficient and effective with funds. We require a two-year commitment so that all branded materials can be utilized for more than one year versus reprinting or reconstructing annually. This also aligns with the two-year term for board members.

4. What happens if the Learning Center is closed in January 2021 due to COVID-19?

Virtual tours will be underway, and results from those efforts will be shared. At that time, you can choose to continue with your sponsorship supporting our virtual learning program or shift your sponsorship period from Jan 2021-2023 to June 2021-2023.

5. Am I limited to the sponsorship options and benefits listed?

No, we are always willing to work with or adjust to meet the needs of supporters if you have a great idea, please feel to share. To be fair across to all sponsors, the (BOD) will have to approve the concept and recognition level.

6. As a sponsor, can I use the Learning Center facilities free of charge?

The larger event space can be rented by sponsors, but since the Learning Center does close during these special events, a rental fee dependent on number of attendees and time will still be charged. For smaller gatherings or meetings, the board room can be used at no cost to sponsors, subject to availability.

7. What if I already have a display in the Learning Center?

Do I still have to commit \$25,000 to be GOLD Level? Yes, to maintain your Gold Level Status, you will be held to the same dollar amount each year, however, you can use the 25% display allotment to refresh or expand your existing efforts every two years. This will help us keep displays fresh for new or repeat visitors.



