

JUNE DAIRY MONTH

Sponsor Opportunity



Adopt
a **DAIRY
COW**

Everyone deserves access to enough nutritious food to maintain a healthy lifestyle. For most, milk is a delicious and important part of a healthy diet. Unfortunately, for those struggling with hunger milk can be difficult to get because it is rarely donated to the food banks and food pantries they rely on to meet their food needs.

Six years ago, Second Harvest Foodbank of Southern Wisconsin developed our Adopt-A-Dairy-Cow program to address the shortage of milk donations. Since it began, the program has helped us provide more than 180,000 gallons of milk to those we serve.

Your sponsorship of the Adopt-A-Dairy-Cow program will help us generate donations of funds that we will use to provide thousands of gallons of milk!

In return for your commitment to helping those we serve, we want to thank you by offering the following benefits to your organization:

BENEFITS	\$20,000	\$10,000	\$5,000
Recognition in NBC15 promo (commit by 5/15)	Logo & Audio		
Recognition in the June issue of Wisconsin Farm Bureau's Rural Route magazine	Logo	Name	
Recognition on Adopt-A-Dairy-Cow certificates	Logo	Logo	
Recognition in Foodbank SCOOP newsletter (distribution: 42,000)	Logo	Logo	Name
Recognition on GiveDairy.com	Logo	Logo	Name
Recognition in 2 campaign e-blasts (distribution: 18,000)	Logo	Name	Name
Recognition on Second Harvest social media channels (Average 171,000 impressions per month)	Individual	Group	Group

If you would like to become an Adopt-A-Dairy-Cow sponsor, contact Laura Gaffney (LauraG@SHFBMadison.org, 608-216-7205) or Karen Gallagher (KarenG@SHFBMadison.org, 608-216-7212).

