

## June Dairy Month Sponsorships



Adopt  
a **DAIRY**  
**COW**

Second Harvest Foodbank and NBC15 are teaming up again this June to fund milk production from “sassy cows,” providing a rarely donated, nutrient-rich product to those facing hunger in southwestern Wisconsin. Your sponsorship will match donations made. Or, sponsor the Ice Cream Social event at Sassy Cow.

### Pint Level \$2,500:

- **Name** on our social media feeds (*Facebook – 4,360 likes, and Twitter – 1,076 followers*)
- **Name** with a direct link on GiveDairy.com
- **Name** will be recognized in two Foodbank event eblasts (*distribution: 16,000*)
- **Logo** on campaign poster

### Quart Level \$5,000 (benefits in addition to those above):

- **Logo** with a direct link on Second Harvest’s homepage and GiveDairy.com
- **Logo** in two Foodbank event eblasts (*distribution: 16,000*)
- **Logo** on the Adopt a Dairy Cow certificates provided to donors

### Gallon Level - Exclusive Opportunity: \$18,000 (benefits in addition to those above):

- **Logo** in a Foodbank Newsletter (*distribution: 24,500*)
- **Name** mentioned in **NBC15 on-air promotions**
- **Name** mentioned on **NBC15** Facebook & Twitter pages
- **Logo** in NBC15 promotional commercial
- **Logo** in WI Farm Bureau’s Rural Route June issue (*distribution: 46,000*)

### Exclusive Opportunity: \$3,000 Ice Cream Social at Sassy Cow Creamery on July 14<sup>th</sup>:

- **Name** on our social media feeds (*Facebook – 4,360 likes, and Twitter – 1,076 followers*)
- **Name** with a direct link on GiveDairy.com
- **Name** in Sassy Cow’s promotions of the event
- Display a **banner** / have a **booth** at event
- **Logo** on the email invitation as the official sponsor for the Ice Cream Social at Sassy Cow Creamery

