



**NEW ENGLAND JERSEY BREEDERS ASSOCIATION PRESENTS:
2024 NATIONAL MEETINGS OF THE
AMERICAN JERSEY CATTLE ASSOCIATION AND
NATIONAL ALL-JERSEY**

Co-Chairs: Moira Poitras and Julie Jacque

The New England Jersey Breeders Association is excited to announce that we will be hosting the 2024 Annual Meetings of the American Jersey Cattle Association and National All Jersey, June 19-22! We are planning on hosting about 350 Jersey breeders, enthusiasts and industry representatives from all states and around the globe.

This four-day event will be headquartered in Springfield, MA at the upscale Sheraton Springfield, nestled downtown next to the iconic Basketball Hall of Fame and MGM Grand Resort and Casino. We will be showcasing New England Jersey *MVPs* who have made significant impacts on Jersey breeding throughout the events, and will visit two farms marketing All-Jersey milk: the historical and majestic High Lawn Farm and Mapleline Farm, a family owned and operated farm in its 5th generation.

The Basketball Hall of Fame will be all ours for the Jersey Research Foundation Benefit Auction and formal dinner and we'll have *private* access to everything the Hall has to offer! (You might even see some Jersey "Hall of Famers" featured in and around the museum!) In addition, a day in Boston will be included where guests can experience all the city has to offer, including guided tours, historical sites like the Freedom Trail and Fenway Park, the New England Aquarium, and Bostonian shopping and dining at the famed Quincy Market.

Please consider joining us in presenting a memorable and all-star event by becoming a sponsor. Sponsorship funds have enabled Jersey producers and their families to attend the national meetings at an affordable cost for many years and it is our goal to continue that tradition! Sponsors of all levels will receive significant exposure to all attendees during the banquets, social hours, tours and more! Sponsors will also have the opportunity to contribute promotional products for attendee's welcome bags as well as table space at the Sheraton for your staff to promote your products and services.

If you have any questions regarding sponsorship, please feel free to contact us. We hope you will become a part of our team---thank you in advance for your consideration!

Sincerely,

Jessica L. Dizek

Treasurer of NEJBA

Chair of Sponsorship for 2024 Annual Meetings

jessicadizek@gmail.com



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2024 New England Annual Meeting Sponsorship Levels

MVP \$10,000 and above

Most Valuable Players get super-star treatment!

“MVP” sponsors will have the opportunity to be our premier sponsors of the 2024 National Jersey Convention and be highlighted at the Jersey Research Foundation Auction to be held at the world-class shrine itself, the Basketball Hall of Fame! Sponsors will get “valuable” recognition on the basketball court **Jumbotron** during the event, and have a 60-second speaking opportunity to address the attendees.

Special MVP benefits include:

- 4 tickets to the Jersey Research Foundation Auction and speaking opportunity
- Logo placement on the Jumbotron at the Basketball Hall of Fame event
- Logo placement on all youth attendee’s sweatshirts
- Space available near the official registration site at the Sheraton Springfield for trade-fair displays, give-aways and company representatives to talk with attendees

Hall of Famer \$7,500-\$9,999

Hall of Famers are legendary in their fields!

This legendary opportunity will be highlighted at the Young Jersey Breeders Banquet, which recognizes our breeds' most innovative and promising young breeders. Hall of Famers will have signage throughout the convention, have a 60-second speaking opportunity to address the attendees at that event, be mentioned as a “Hall of Famer” on all convention sponsorship materials, and share company giveaways if desired.

Special Hall of Famer benefits include:

- 4 tickets to the Young Jersey Breeders Banquet to be held at the Sheraton Springfield ballroom and speaking opportunity
- Space available near the official registration site at the Sheraton Springfield for trade-fair displays, give-aways and company representatives to talk with attendees.

Champion \$5,000-\$7,499

Breakfasts of Champions!!!

During the 2024 convention, attendees will have 3 breakfasts at the Sheraton Springfield to start their day. Sponsors at this level will have the opportunity to be recognized at one of the breakfasts as a Champion sponsor, have a 60-second speaking opportunity to address the attendees at that event, be mentioned as an “Champion” on all convention sponsorship materials, and share company giveaways if desired.

Special Champion benefits include:

- 4 tickets to a convention breakfast to be held at the Sheraton Springfield ballroom and speaking opportunity
- Space available near the official registration site at the Sheraton Springfield for trade-fair displays, give-aways and company representatives to talk with attendees.

All-Star \$2,500-\$4,999

“All-Star” sponsors will get **special recognition on our buses!** All convention participants will be traveling together to the scheduled activities, including a trip to Boston and two farm tours. Your sponsorship will be recognized with special signage on all buses and you will have the opportunity to share company giveaways to all passengers when they get on the buses.

Slam-Dunks \$1,000-\$2,499

Our “Slam Dunks” will be recognized at all **youth events** and on all convention sponsorship materials, and listed on the website. Sponsors are also welcome to share company giveaways if desired in the attendees welcoming gift bag.

Nothing But Net! \$500-999

Sponsors at all levels will receive recognition on the NEJBA official convention website, welcoming brochure and signage, social media posts and special thank you's at events.



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___ Yes! I/We would like to be a part of the team with our sponsorship of: \$ _____
with recognition at the _____ level.

Name of Business to receive recognition:

Please choose one:

___ I/We would like to pay our sponsorship in full with a check made out to New England Jersey Breeders Association. Please indicate "2024 sponsor" in the memo.

___ I/We would like to pledge our support by paying: \$ _____ before the end of December 31, 2023 and the balance of \$ _____ by May 31, 2024.

Contact Name: _____

Mailing Address: _____

Email: _____

Phone: _____

Website: _____

___ Please contact me about our company giveaways for welcome bags and/or display at the hotel.

Mail this form and payment to: Jessica Dizek c/o: NEJBA PO Box 466 Hadley, MA 01035

Thank you for your support!