



Dairy Girl Network (DGN) is a non-profit that supports all women in dairy by enhancing lives and creating opportunities through shared connections, inspiration and education. Our organization supports and serves a dynamic, inclusive and diverse group of women, reaching them where they are. Over the last 10 years, our leaders have been swift in answering the needs of dairywomen, which allowed for strategic growth of programming and creation of resources and the network to empower women in dairy. The impact of this organization can be seen across the dairy community with thousands of dairy women through our programs and initiatives that provide networking and development opportunities to our members.



Partners like you make DGN possible and are the backbone of our programming support. Our sponsors believe in the mission of DGN and they work with us to build, develop and execute our program areas to build a stronger and more inclusive dairy community. In return for support, our partners receive premier access to our influential and knowledgeable community of decision makers. Our sponsorship opportunities offer high engagement as we reach women in-person or digitally through our programming and initiatives.

DGN has had 10 strong years, and together with your support, we can continue to strengthen this community and drive our mission forward for the next 10 years and beyond.

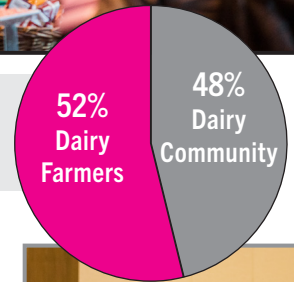


Membership

3,014 members have signed up for the free membership of DGN.

1,000,250 cows are represented by the dairy farmer members of DGN.

Geographical breakdown, cow representation and areas of expertise available on page 4.



Foundation

DGN is supported by **12** board of directors, **2** advisory members, **3** Executive team members, **5** part-time staff members along with countless volunteers and true believers of the DGN mission.

Over the last 10 years DGN has offered over **17** programming areas and **2** initiatives, Include and #StrongerTogetherHER.

Program areas and initiative summaries available on pages 2-3.



Social Impact

Facebook: Exchange by DGN Facebook group continues to grow to over **5,500 members**.

- Exchange members created 450 posts garnering almost 2,700 comments and over 6,500 reactions in the last 12 months.

Public Facebook page has **6,344 followers**.

- In the last year, our Facebook page and/or its posts have reached over 100,000 individuals.

Instagram: DGN Instagram has over **5,300 followers** and continues to highlight women in dairy.

- Over 12 months, each of our Instagram posts reach an average of 1,025 individuals and have had an average of 1,171 impressions.

LinkedIn: DGN LinkedIn, continues to grow with over **1,550 followers** and has high engagement.

Website: DairyGirlNetwork.com had **24,271 views** by **10,436 individuals** for the past 12 months.

- The DGN website hosts organization information, *DGN Direction*, news, and resources for our educational programs.

Email: DGN utilizes **e-blasts** to send all of our announcements to our more than 3,000 members. This is a valuable tool to reach those not on social media and go right to the inbox of dairywomen.



Data as of 9/1/2023

DGN has launched experiences and opportunities for women in dairy across the nation, *reaching dairywomen where they are.*

A total of over **9,000** women were impacted directly by DGN programming in 2022-2023.

Connect Networking Events

Connect networking events are hosted at dairy conferences and trade shows across the U.S. During these gatherings, women meet, share ideas and walk away with new connections to turn their potential into results.

Forward TogetHER

In November 2022, DGN hosted the fourth national conference, **Forward TogetHER**. 281 dairywomen attended the in-person and virtual conference in 2022. The fifth biennial conference will be held in November 2024 in Independence, MO, with a goal of reaching more than 300 dairywomen.

281 individuals reached at our 2022 Forward TogetHER national conference.

Enhance Webinars

Monthly Enhance webinars are offered that range from technical topics (animal care, milk quality, etc.), policy, personal growth (mental health, coaching) and professional development to offer something of interest for all dairywomen.

Sharing Wisdom

An educational session, **Sharing Wisdom**, has previously been held at World Dairy Expo for women's development. DGN took this event virtual in 2021, 2022 and 2023 to offer opportunities to participate for those unable to travel to World Dairy Expo. A virtual Sharing Wisdom will be held in 2024.

Family Lounge and Mother's Room

Family Lounge and Mother's Room are offered at World Dairy Expo, Forward TogetHER and World Ag Expo. This space provides parents with young children a quiet space for feeding or rest and working moms away from infants a private area to pump.

DGN Direction

The **DGN Direction** is a newsletter which serves as our key connection point to our members in addition to social media and e-blasts.

Exchange by DGN

The **Exchange by DGN Facebook** page is a community of more than 5,500 dairywomen across the nation that has a finger on the pulse when it comes to new dairy trends and a credible source with many industry experts. This community has the industry talking for many reasons, but one of them is how we can discuss topics in an encouraging and respectful manner through our private Facebook community.

#StrongerTogetHER

2023 marks the fourth year of our **#StrongerTogetHER** behavioral health initiative, and we continue to see how valuable this program is within our dairy community. We have an added focus on #StrongerTogetHER during May Mental Health Awareness Month each year. With this, we focus on hosting free, industry wide webinars, and year-round we continue to have member-led conversations in Exchange, share our #StrongerTogetHER resource hub and collaborate with other organizations to aid in farmer wellbeing.

Include

DGN launched the initiative, **Include**, in 2021. The goal of the new initiative is for DGN to address the inclusion gap, gender inequality and diversity arenas. This initiative began to take shape after a leadership summit that DGN hosted on the topic of inclusive work environments. Include continues to evolve as we host webinars, summits and have a resource hub on the topic.



Additional DGN program and initiatives:

- **Inspire**

Inspire is an **organized mentee-mentor experience**. The Inspire mentor program has had 100 mentee-mentor pairs who have completed the program.

- **Academy**

DGN is working to develop and establish the **DGN Academy**. The DGN Academy will be another learning sector of our organization for those involved in dairy looking to learn more. One of the courses will be Spanish On la Granja (on the farm) course which is a virtual course tailored to aiding in Spanish speaking on the dairy farm.

- **Awards**

DGN has recognized dairywomen who have gone above and beyond with our **Forward Under 40 Award** and the **Leading Impact Award**. We look to continue to honor and recognize women making strides through these awards.

- **Press Corps**

The **DGN Press Corps** has continued to provide members looking for writing opportunities the chance to produce content for our membership. The Press Corps helps DGN with writing features, covering events, proofreading, special projects and many other creative digital pieces.

- **Resource Hubs**

DGN continues to be a go-to for information regarding the dairy industry. To support our members, we host three **Resource Hubs** on our website to get our industry members the information they need. The DGN resource hub concept offers lists of information on the topics of mental health (#StrongerTogetHER), DEI (Include) and Dairy Facts. During the midst of the pandemic, we were also one of the first organizations to compile information on COVID-19 in our industry. As the needs arise, new topics can be added in a timely manner.

“The growing value to dairy producer families and the women that work in the industry is so important to this time. Dairy Girl Network continues to expand resources, provide accessibility to its members to network and connect. Additionally, I feel that DGN shines as an example to other agriculture industries as to what is possible when attempting to reach a wide geographically diverse membership well and with integrity. Our continued support will continue to make us all stronger.”

Julie Barnett, Dairy Girl Network member



“I appreciate the articles that offer cutting edge advice on all things business, communication, animal care and family that mix a big-city professional flair with our small-town common sense needs. The industry is on the cusp of so many things, and the Dairy Girl Network is getting us farm girls connected in the best ways.”

Laura Willenbring, Dairy Girl Network member



Dairy Girl Network is made up of **3,014** dairywomen of all ages and from all walks of the dairy industry from coast-to-coast. The roles include but are not limited to calf feeders, dairy owners, marketing or sales consultants servicing dairy farms or cheese producers, veterinarians, researchers and so many more!

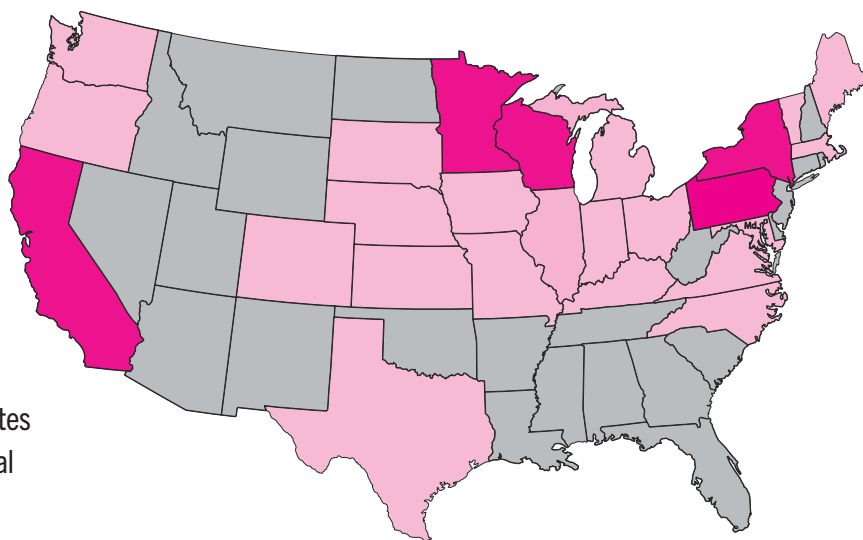
Cow Representation



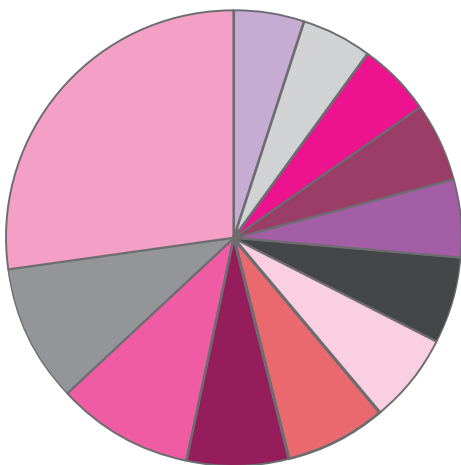
- ▶ **1,000,250** cows are represented by Dairy Girl Network’s dairy farming members.
- ▶ The average herd size of DGN members that are dairy farmers is **638** cows.

Geographical

- ▶ Dairy Girl Network has members representing all 48 contiguous states, along with DC and Alaska.
- ▶ DGN’s top five states for membership account for 54% of DGN’s total membership. These five states, are highlighted in bright pink, and include Wisconsin, Minnesota, Pennsylvania, New York and California.
- ▶ The next 20 states highlighted in light pink represent 32% of all DGN memberships. The remaining gray states comprises 6% of DGN membership, while international members compose the final 4% of DGN membership.



Expertise Areas



- 5% Personal wellness, stress management and family life
- 5% Cow comfort and ventilation
- 5% Personal and professional development
- 5% Agri-tourism and consumer awareness
- 6% Milk quality, milk systems and parlors
- 28% Other
- 6% Dairy reproduction
- 6% Genetics and registered cattle
- 7% Feeding and nutrition
- 7% Marketing communications (advertising, social media, etc.)
- 10% Herd health
- 10% Herd management

Other includes: Crisis management; Crop management; Environment, conservation and manure management; Equipment, repairs and maintenance; Facilities (development and expansion); Financial planning; Human resources; Multi-generational family farm and succession planning; New technology and innovation; Niche marketing (creamery, unique secondary business, etc.); Other

Data as of 9/1/2023



2023-2024 DGN Sponsorship Opportunities

DGN ELITE NATIONAL PARTNERSHIPS (Vision, Sustaining and Catalyst Levels)

Our elite national level sponsors receive the highest level of value-added sponsorship opportunities. The tiers continue to build as the value increases and you see how they build below.

Catalyst Level >>

Annual Investment: \$10,000.00

- Company logo and/or name in Dairy Girl Network (DGN) digital and print promotions and recognition at DGN events
- Company quote and recognition on DairyGirlNetwork.com partners page
- Recognition on DairyGirlNetwork.com partners page and social posts up to four times per year
- Complimentary producer and company registrations at each event (number will vary based on event type and sponsor level)
- Provide educational article(s) published via Dairy Girl Direction e-newsletter, DGN social media pages or website
- Signage to display within company booth at dairy events, promoting DGN partnership (at applicable events)
- Up to three conversation starters, pinned posts on the Exchange by Dairy Girl Network, our private Facebook community (Content subject to approval)

Sustaining Level >>

Annual Investment: \$25,000.00

The Sustaining level sponsorship **receives the Catalyst opportunities along with these added Sustaining level perks:**

- Logo/business name in secondary placement through DGN digital and print promotions
- Ability to promote all DGN events to target audience through digital and direct mail
- Ability to send 2-3 emails directly to DGN's 3,000+ members on a campaign of your choice through our e-blast system (content subject to approval)
- Opportunity for a private 1-hour round table with four to six dairy producers at one event per year
- Opportunity for special/unique requests relevant to your company (subject to approval)

Vision Level >>

Annual Investment: \$40,000.00

The Vision level sponsorship **receives the Catalyst and Sustaining opportunities along with these added Vision level perks:**

- Logo/business name in primary* placement through DGN digital and print promotions
- Use of DGN logo on company media including print and digital* (for example, Proud Partner of DGN)
- Opportunity to request DGN members to serve on focus groups for new product, market knowledge or message ideas*
- Ability to promote all DGN events to target audience through digital and direct mail
- Ability to send 2-3 emails directly to DGN's 3,000+ members on a campaign of your choice through our e-blast system (content subject to approval)
- Opportunity to speak and/or introduce others at events*
- Naming rights* to a programming area: "Brought to you by..." Program area branding available on a first come, first serve basis.

Examples of this include:

- ❖ Enhance: Webinar Series
- ❖ Create Your Own. Do you have a new program idea? Please let us know if you have further ideas.

Annual investment can combine access to resources as well as financial support. The in-kind value of services to be negotiated.

DGN NATIONAL SUPPORTERS (Connection and Event Levels)

Connection *Level* >>

Annual Investment: \$5,000.00

The Connection level sponsorship receive the following opportunities:

- Recognition on DairyGirlNetwork.com partners page and recognized on social posts up to two times per year
- Verbal or print recognition at DGN events (dependent on event)
- Complimentary producer and company registrations at each event (number will vary based on event type and sponsor level)

Regional and Event *Level* >>

Forward TogetHER Conference Sponsorships

Investment: Starting at \$3,000.00 to \$10,000.00

- Recognition on event promotion via DGN event agenda, programs, website, emails to membership, social posts, etc.
- Ability to include items for enclosure in registration bag given to each attendee
- Exhibit space in Forward TogetHER Showcase
- Complimentary producer and company registrations at each event
- Sponsorship opportunities include: Keynote, Welcome Night, Forward Under 40 Award, Dairy Girl Power Zone, Pre- Conference sessions, Breakout sessions, Meals, Networking, Showcase Exhibitor and more

World Dairy Expo Sponsorships

Investment: \$3,000.00

- Recognition on event promotion via DGN event agenda, programs, website, emails to membership, social posts, etc.
- Complimentary producer and company registrations at each event
- Ability to include items for enclosure in registration bag given to each attendee
- Signage to display within company booth at the tradeshow promoting the DGN partnership

Enhance Webinar Sponsorships

Investment: \$1,000.00

- Recognition on Enhance webinar promotion via promotional graphic (website, emails to membership, social posts, etc.)
- Audible and visual recognition during webinar and opportunity to introduce sponsor

Create Your Own >>

Do you have a new program idea? Please let us know if you have further ideas on how to work with DGN.

We thank you for your dedication and support of our growing organization!

Contact Dairy Girl Network

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