DAIRY SUSTAINABILITY ALLIANCE®
INNOVATION CENTER FOR U.S. DAIRY®

FALL MEETING

November 16-17, 2026 Fort Worth, TX

SPONSORSHIP OPPORTUNITIES

CONNECT
COLLABORATE
ADVANCE

Supporting the Dairy Sustainability Alliance® Fall Meeting is an investment in collaboration, shared progress and long-term impact for the U.S. dairy industry. Your support strengthens a trusted, pre-competitive forum where leaders align on shared priorities and accelerate solutions across the value chain.

Supporting the event also gives your organization:



A thought leadership platform where attendees not only participate in the conversation but also support the future of U.S. dairy's sustainability efforts and progress.



Brand credibility by aligning with an industry-supported forum that addresses sustainability holistically – from modern wellness and regenerative agriculture to food safety, nutrition, animal care, innovation, economic viability, and more.



Direct access to decision makers across farmers, coops, processors, suppliers, civil society, ag groups, retailers and brands – one room, full value chain.

Sponsorship of the 2026 Dairy Sustainability Alliance® Fall Meeting is designed to support the meeting as a whole, as well as foster connection and engagement among attendees.

DAIRY SUSTAINABILITY ALLIANCE®
INNOVATION CENTER FOR U.S. DAIRY.

The Dairy Sustainability Alliance® convenes companies and organizations from across dairy and provides a forum for input and collaboration that helps align action, accountability, and shared learning across the U.S. dairy value chain on the most important topics impacting food and agriculture today.

SPONSORSHIP LEVELS

As a sponsor, your contribution helps ensure the overall success of the Fall Meeting, delivering a valuable and engaging experience for attendees while showcasing your company's commitment to pre-competitive collaboration.

	GOLD $15,000	SILVER $10,000	BRONZE $7,500
Complimentary Registrations	**4** *(value up to $2,800)*	**3** *(value up to $2,100)*	**2** *(value up to $1,400)*
Video shown in general session	●		
Prominent tile with URL link to your website on app home screen	●		
Attendee list provided one month and one week prior to the meeting and one week after meeting*	●	●	
Home screen recognition in conference app	●	●	●
Recognition in marketing materials, pre-meeting emails and social media promotions	●	●	●
Main stage acknowledgment of your support	●	●	●
Inclusion in onsite signage	●	●	●

**Includes name, title, company and email; limited to those electing to share their information with sponsors*

SUPPORTING SPONSOR

Investment: $5,000

As a Supporting Sponsor, your contribution helps ensure the overall success of the Fall Meeting, delivering a valuable and engaging experience for attendees while showcasing your company's commitment to pre-competitive collaboration and advancing new ideas and practical solutions for dairy farms, businesses, and the broader industry.

UNIQUE SPONSORSHIP OPPORTUNITIES

These individual sponsorship opportunities allow you to customize your support and maximize your visibility at the Fall Meeting.



WELCOME RECEPTION - Exclusive

Investment: $15,000

Sponsor the official kickoff to the Fall Meeting! Your exclusive sponsorship of the Welcome Reception helps set the tone for the event, creating the perfect atmosphere to foster the natural collaboration and knowledge sharing that define the Dairy Sustainability Alliance. This fall, your support will also help us celebrate the contributions of female dairy farmers from across the country, as we recognize the International Year of the Woman Farmer. Sponsorship includes opening remarks and company branding at the reception.

Sponsorship Benefits:

- Opportunity to deliver welcome remarks at the reception
- Option to display pull-up banner and provide handouts and/or swag at the reception *(pre-approved and at sponsor expense)*
- Attendee list provided one month and one week prior to Fall Meeting and again one week after the event *(includes name, title, company and email: limited to those electing to share their information with sponsors)*
- Four complimentary registrations to attend the Fall Meeting
- Your company logo incorporated into event materials celebrating the International Year of the Woman Farmer *(materials will be created by event organizers)*
- Company logo on Fall Meeting website, promotional materials and onsite signage



REGISTRATION - Exclusive

Investment: $12,500

Get your brand in front of attendees before they arrive and as soon as they are onsite. Your company will be featured in meeting communications, building awareness and recognition before the first onsite interaction. Sponsorship also includes an option for a sponsor-provided giveaway at registration.

Sponsorship Benefits:

- Your company logo printed on lanyards provided to all attendees
- Company logo displayed on attendee self check-in landing page
- Option for a sponsor-provided giveaway at registration *(at sponsor expense)*
- Three complimentary registrations to attend the Fall Meeting
- Company logo on Fall Meeting website, promotional materials and onsite signage



INDUSTRY TOURS

Investment: $7,500 *(to sponsor all three tours or $3,000 to sponsor just one)*

Industry Tours are an optional pre-meeting add-on that offer attendees a firsthand look at sustainable dairy practices in action. By sponsoring the Industry Tours, you bring experiential learning opportunities to life and demonstrate the value of knowledge sharing across the value chain.

Sponsorship Benefits:

- Deliver welcome remarks on each tour bus
- Option to share a short video with tour attendees
- Distribute handouts and/or swag to tour participants *(pre-approved and at sponsor expense)*
- Complimentary tour registration for a sponsor representative on each bus
- Three complimentary registrations to attend the Fall Meeting
- Company logo on Fall Meeting website, promotional materials and onsite signage

above benefits apply to each sponsored tour



CONFERENCE APP - Exclusive

Investment: $5,000

The Conference App is the go-to resource for attendees to access the meeting agenda, speaker details and networking tools to connect with fellow participants. With a reach of more than 85% of attendees last year in downloads, sponsoring the Conference App helps attendees navigate the event and keeps your brand front and center, offering direct, ongoing visibility throughout the Fall Meeting.

Sponsorship Benefits:

- Recognition of sponsorship URL link to your website on app home screen
- Recognition of sponsorship alongside all attendee communications about the app
- Company logo prominently displayed on event signage for the app
- Company logo on Fall Meeting website, promotional materials and onsite signage



BREAK

Investment: $5,000 *per break*

Great conversations often start over coffee. Keep your company front and center during these important networking moments with branded napkins, coffee sleeves, and signage as attendees grab a refreshment and connect between sessions. Want to give them something else to talk about? Consider providing a snack or beverage they can try during the break.

Sponsorship Benefits:

- Company logo on branded napkins and coffee sleeves
- Main stage acknowledgment of your support
- Company logo prominently displayed on signage near the breaks
- Company logo on Fall Meeting website, promotional materials and onsite signage

TERMS & CONDITIONS

Dairy Sustainability Alliance Fall Meeting® Sponsorship Participation Agreement

Sponsorship Participation

Sponsorship exhibit opportunities are available on a first-come, first-served basis. Submission of a completed and signed Sponsorship Agreement indicates the sponsor's intent to participate in the Dairy Sustainability Alliance Fall Meeting ("Fall Meeting") and acceptance of these Terms & Conditions.

The Innovation Center reserves the right, at their sole discretion, to decline or revoke any sponsorship or exhibit participation deemed inconsistent with the mission, values, or objectives of the Fall Meeting.

Upon receipt of the signed agreement, an invoice will be issued for payment.

Payment Terms

Payment for sponsorships is due within forty-five (45) days of invoice receipt unless otherwise specified in writing.

Payments may be made by check, wire/ACH transfer, purchase order, or credit card. Sponsors choosing to pay by credit card are responsible for all applicable processing fees (currently 3.95%, subject to change).

Sponsorships secured within thirty (30) days of the Fall Meeting must be paid in full immediately by wire transfer or credit card.

Complimentary registration codes associated with sponsorship packages will be issued only after full payment and all required sponsor materials have been received.

PLEASE NOTE: Issuance of registration codes does not guarantee or reserve attendee registration spots. All registrations are subject to event capacity and availability at the time of redemption. Sponsors are encouraged to register as soon as they receive their sponsor code.

To ensure inclusion in Fall Meeting marketing materials, signage, presentations, printed collateral, and digital promotions, **all payments, logos, artwork, and required materials must be received no later than November 4, 2026.**

Failure to meet submission deadlines does not relieve the sponsor of payment obligations and may result in exclusion from certain promotional materials or benefits.

Cancellations and Refunds

All cancellation requests must be submitted in writing to the Fall Meeting Coordinator, identified below.

Sponsors canceling more than one hundred twenty (120) days prior to the Fall Meeting will receive a fifty percent (50%) refund of sponsorship fees paid. No refunds will be issued for cancellations received within one hundred twenty (120) days of the Fall Meeting.

Questions regarding cancellations should be directed to Chase DeCoite at chase.decoite@dairy.org.

Event Changes and Force Majeure

The Fall Meeting is scheduled as an in-person event to be held in Fort Worth, Texas, on November 16–17, 2026.

The Innovation Center reserves the right to cancel, postpone, relocate, modify, or convert the Fall Meeting to a virtual or hybrid format due to circumstances beyond their reasonable control, including but not limited to acts of God, natural disasters, severe weather, public health emergencies, labor disputes, venue unavailability, government regulations, terrorism, civil unrest, transportation disruptions, or any other force majeure event.

In the event of such changes, sponsors agree that the Innovation Center shall not be liable for any resulting damages, losses, or expenses. Sponsorship benefits may be adjusted accordingly, and sponsorship fees may be applied to rescheduled or modified event opportunities at the discretion of the Innovation Center.

Sponsor Recognition and Use of Logos

Sponsors are responsible for providing all logos, artwork, advertisements, and brand guidelines in the format and by the deadlines specified by the Innovation Center. All logos should be submitted as high-resolution EPS, vector, or equivalent files.

By submitting logos and related materials, the sponsor grants the Innovation Center permission to use the sponsor's name, logo, and approved materials in Fall Meeting-related marketing, promotional and other materials, event signage, presentations, printed materials, websites, social media, and digital communications without further approval.

The Innovation Center agrees to make reasonable efforts to use sponsor materials in accordance with any provided brand guidelines.

Sponsor recognition and promotional benefits will not begin until sponsorship payment has been received in full.

Fall Meeting Attendee List

Sponsors whose packages include attendee list access will receive attendee information approximately one month prior to the Fall Meeting, one week prior to the Fall Meeting, and one week following the Fall Meeting.

Attendee lists include names, titles, companies, and email addresses of registered attendees who have not opted out of vendor communications during registration.

Sponsors agree to use attendee information solely for legitimate business purposes related to the Fall Meeting and in compliance with applicable privacy and anti-spam laws. Sponsors shall not sell, share, transfer, or otherwise disclose attendee information to any third party without the prior written consent of the Innovation Center.

Insurance and Liability

Sponsors are solely responsible for obtaining appropriate insurance coverage for their property, displays, equipment, materials, and personnel during the Fall Meeting. The Innovation Center, affiliates, officers, employees, agents, contractors, venue partners, and representatives shall not be responsible for loss, theft, damage, or destruction of sponsor property or for injuries to sponsor personnel.

Indemnification

The sponsor agrees to indemnify, defend, and hold harmless the Innovation Center, its affiliates, officers, employees, agents, contractors, venue partners, and representatives from and against any and all claims, liabilities, damages, losses, costs, or expenses, including reasonable attorneys' fees, arising out of or related to the sponsor's participation in the Fall Meeting, including but not limited to Claims related to or arising from exhibit activities, promotional materials, products, services, or the sponsor's negligence.

Conduct

Sponsors and their representatives are expected to conduct themselves in a professional and respectful manner throughout the Fall Meeting. The Innovation Center reserves the right to remove any sponsor, or representative whose behavior is deemed disruptive, unsafe, inappropriate, or inconsistent with the professional standards and values of the Fall Meeting. No refunds will be issued in such cases.

Acceptance of Terms

Submission of the Sponsorship Agreement and payment of sponsorship fees constitute acceptance of these Terms & Conditions.

INTENT TO SPONSOR

Opportunity	Sponsorship Amount	Number of Fall Meeting Registrations	Select Your Sponsorship
Welcome Reception	$15,000	4	☐
Registration	$12,500	3	☐
Industry Tours - All Three	$7,500	3*	☐
Tour 1 - Research	$3,000	1*	☐
Tour 2 - Food Bank	$3,000	1*	☐
Tour 3 - Packaging	$3,000	1*	☐
Conference App	$5,000	-	☐
Break	$5,000	-	☐
PACKAGES			
Gold	$15,000	4	☐
Silver	$10,000	3	☐
Bronze	$7,500	2	☐
Supporting	$5,000	-	☐

Also includes complimentary tour registration on each sponsored bus

Sponsorship Contact Information

Primary Contact Name (person to receive all communications)

Title (Primary Contact)

Full Legal Company/Organization Name

Mobile Phone (Primary Contact)

Company/Organization Name (as you would like it to appear on materials and communications)

Email (Primary Contact)

Address

Method of Payment

☐ Check ☐ Wire/ACH Transfer

☐ Credit Card (3.95% processing fee; subject to change)

☐ Purchase Order:_____

Name of Person to Receive Invoice

Email (Person to Receive Invoice)

Affirmation of Sponsorship

On behalf of _____, I agree to sponsor the selected items as indicated on this form.
Company/Organization

By signing this form, I acknowledge that I have read and agree to the Terms & Conditions as outlined.

Signature _____ Date _____

Please complete and email to Chase DeCoite at Chase.DeCoite@dairy.org.