

NextGen Leadership Program | 2023-2024

The NextGen Leadership Program is designed to support, guide, and prepare mid-senior level dairy industry professionals ready to take the next step in their leadership journey. This unique program convenes classes of IDFA members for a multi-faceted, year-long program. The program equips participants with the skills required to successfully conquer business demands today – and in the future. Participants build relationships with their peers, develop leadership skills, and learn to become advocates for the dairy industry.

Why Sponsor?

Join the International Dairy Foods Association as we identify, support, and empower the next generation of leaders. As a sponsor, your organization will gain visibility and respect among industry peers and showcase your commitment to investing in the next generation and the future of the dairy industry. Each sponsor will be gratefully acknowledged on the NextGen Leadership website, in news announcements and communications throughout the year and as part of the in-person and virtual educational programs and networking events.

Program Sponsorship | \$20,000

- Year sponsor of the 2023-2024 NextGen Program
- Logo placement on the NextGen Leadership Program website and program materials
- Recognition in announcements and communications throughout the year through IDFA's marketing channels – newsletters, social media, emails, events, news releases, etc. – reaching more than 40,000 individuals in the broader food and agriculture space
- Acknowledgement at in-person and virtual educational programs and networking events held throughout the program year
- Option to provide a giveaway to NextGen Leadership Program participants

2023-2024 Schedule of Events

- **Washington Leadership & Advocacy Seminar**
September 2023 (In-Person)
- **Fall Leadership Workshop I**
October 2023 (Virtual)
- **Fall Leadership Workshop II**
November 2023 (Virtual)
- **NextGen Education & Events at Dairy Forum**
January 2024 (In-Person)
- **Spring Leadership Workshop**
March 2024 (Virtual)
- **NextGen Events at IDFA Spring Board Meeting**
May 2024 (In-Person)
- **IDFA Leadership Symposium**
June 2024 (In-Person)

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Contact: Melissa Lembke | 202.220.3512 | mlembke@idfa.org



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