

Annual Sponsorship Proposal for IDFA's Dairy Download Podcast

The International Dairy Food Association (IDFA) is pleased to offer an exclusive annual sponsorship opportunity for The Dairy Download Podcast. This proposal outlines a comprehensive, year-long partnership designed to maximize your business's exposure and engagement with a highly targeted audience in the dairy industry.



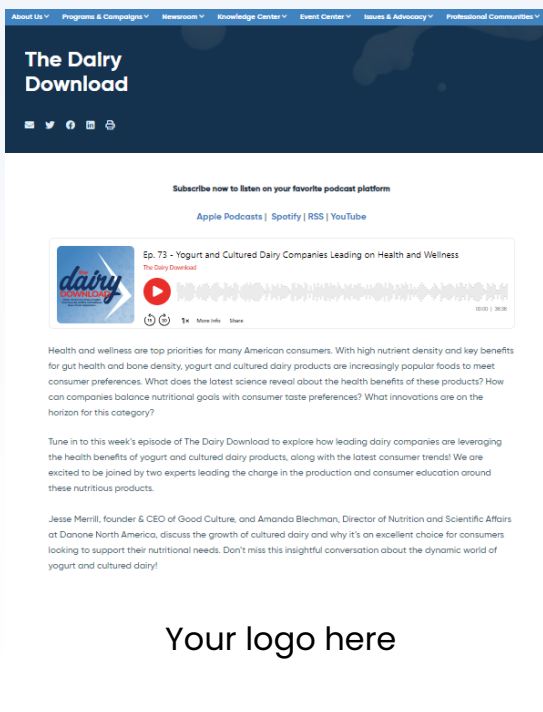
About The Dairy Download Podcast

The Dairy Download Podcast is the leading platform for industry insights and knowledge in the dairy sector. Each episode features in-depth interviews with experts, thought leaders, and key stakeholders, covering critical topics such as:

1. Industry trends and innovations
2. Regulatory updates and policy discussions
3. Market dynamics and consumer behavior
4. Sustainability and environmental impact
5. Technological advancements in dairy production

With 20-24 episodes scheduled annually, The Dairy Download Podcast reaches a broad and influential audience of industry professionals, decision-makers, and dairy enthusiasts. The exclusive sponsor receives recognition twice during the show and at every step of the marketing process, from logo placement and messages in our eblast to 15,000 dairy professionals, to logo placement and hyperlinks in LinkedIn posts to our audience of more than 30,000 professionals. Based on average open rates, click-through rates, and social media engagement, you can expect your 30-second sponsor message to

reach more than 4,000 dairy executives and professionals each month, and you can expect your logo placement to be seen more than 16,000 times per month. IDFA is pleased to provide advanced analytics to monitor the ROI on your advertising spend.



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Annual Sponsorship Package

Exclusive Annual Sponsor

Where we go, you go! Put your logo on our materials at prominent industry events, such as Dairy Forum.

1. **Prominent Brand Integration:** Your brand will be featured as the exclusive sponsor for the entire season of 20-24 episodes. This also includes prominent promotion with co-branded materials at our live recording area at Dairy Forum, an event attended by over 1,200 dairy industry leaders!

2. **Opening and Closing Mentions:** Dedicated mentions of your brand at the beginning and end of each episode, reinforcing your presence.

3. **Custom Ad Spots:** Two 30-second custom ad spots per episode, allowing you to tailor your message and reach listeners directly.

4. **Website and Social Media Promotion:** Logo placement and mention on The Dairy Download podcast website and IDFA's social media channels, ensuring continued visibility. Social media promotion for the podcast includes multiple posts for each episode, including video clips. Examples of these videos can be seen on IDFA's [Instagram](#). Full episodes and short video clips are also posted on [YouTube](#). Full episodes can also be found on [IDFA's website](#).

5. **Content Collaboration:** Opportunity to collaborate on a special episode, providing thought leadership and enhanced brand positioning. This also includes the opportunity to have an expert from your team featured on the show as a guest.

6. **Listener Engagement:** Access to exclusive listener insights and engagement metrics, helping you measure the impact and effectiveness of your sponsorship.

Benefits of Sponsoring

1. **Maximum Visibility:** Ensure consistent exposure across all episodes throughout the year, reaching a dedicated and influential audience.

2. **Enhanced Brand Alignment:** Associate your brand with trusted content and industry leadership, enhancing your reputation in the dairy sector.

3. **Strategic Engagement:** Utilize custom ad spots and content collaborations to effectively communicate your brand's message and engage with listeners.

4. **Comprehensive Promotion:** Leverage our own expansive newsletters, website and social media platforms to amplify your brand's presence and reach.

Annual Exclusive Sponsorship Cost

\$25,000

Thank you for considering this exclusive sponsorship opportunity with The Dairy Download Podcast. We look forward to the possibility of partnering with you to elevate your brand's presence in the dairy industry.

Please contact **Lindsay Gold, Vice President, Events Management and Sponsorship** at lgold@idfa.org or 202-220-3534 to secure your exclusive annual sponsorship.

