

CELEBRATE • CÉLÉBRER



CONGRÈS
NATIONAL HOLSTEIN
CONVENTION
JULY 7-10 JUILLET
2021

Ottawa



BAZODIKA & CUMBALL © VICKI FLETCHER



Long time no see! I think this sentiment accurately depicts how most of us are feeling right now!

As I put pen to paper, we are in week nine of COVID-19 lockdown across Canada. Amidst poor crops, cold weather and quota cuts, it would be easy to question why we as dairy farmers do what we do, day in and day out, 365 days a year. The answer is simple: we are a rare breed and we thrive on being challenged! We are tough, persistent and often stubborn - but in times like this, these are the admirable qualities that keep us pushing forward.

In contrast to most of the world, we still have so much to be thankful for. We have plenty of food, a roof over our heads and a Supply Management system that maintains fair and consistent income levels. Even in tough times, we have a lot to celebrate!

Speaking of celebrating, that is exactly what we are planning to do in Ottawa next year.

Ottawa area breeders will host the 2021 National Holstein Convention July 7-10th, 2021. Plans are in motion for this to be a real reunion of Holstein enthusiasts who have not been together in quite some time! With the cancellation of the 2020 National Convention in Saskatchewan due to the pandemic, we have a lot of catching up to do!

With your support, this will be a celebration you won't soon forget!

In Eastern Ontario, we are very proud of our Holstein heritage. We have numerous famous animals whose roots trace back to us! We will wine, dine, entertain and educate Holstein enthusiasts from across the country as we celebrate our passion for the Holstein breed.

We have many spectacular events on the drawing board: a Welcome Reception, Farm Tours, a City Tour, a High End Cattle Auction, a World-Class Dairy Show, a Boots and Bling Themed Night, the Annual General Meeting and we will conclude with the always glitzy and glamorous Master Breeder Gala!

As you are well aware, doing things right costs money – a lot of money! We recognize and are extremely thankful for all the past support you have given and we are once again appealing to you to partner with us to celebrate this momentous occasion!

There are many different ways that you can channel your funds so please be sure to look over the sponsorship package closely. Can't find what you would like to support? Be sure to contact Matt Clark, Sponsorship Chair to discuss what we can do for you.

Whatever your decision, we look forward to working with you and we sincerely appreciate you doing your part in helping us Celebrate Holsteins in 2021!

Thank you!

Sincerely,

Karen Velthuis, Chair,

EVENT SCHEDULE

WED. JULY 7TH

Welcome to Ottawa! Reconnect with old friends in the Delta Ottawa penthouse. Enjoy food, drink and music with the Country Lads.

THURS. JULY 8TH

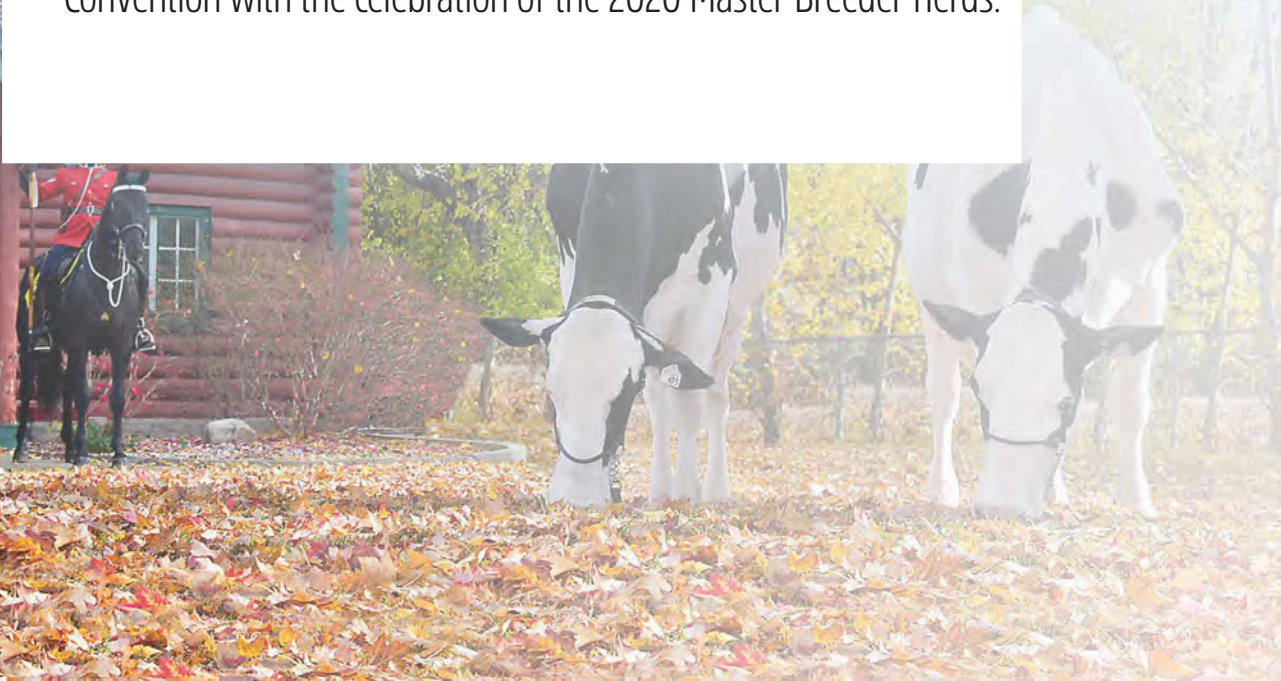
Tour some of the finest Registered Holstein farms in the Nation's Capital and explore the beautiful Ottawa Valley region. For those that may want a change of scenery, the alternate tour will highlight some of the region's greatest attractions. End the day by celebrating the 2019 Master Breeders at the Canadian National Museum of History.




























FRI. JULY 9TH

Be part of the discussions at the Holstei Canada Annual General Meeting, then head out to the National Holstein Convention Sale as the most renowned cow families become available on the auction block. End the night by dusting off your boots and donning your brightest bling. Dance the night away at our Boots and Bling event featuring live music from local celebrities Ambush.

SAT. JULY 10TH

Come and watch some of the best Holsteins from Eastern Ontario and beyond grace the ring in what is sure to be a show to remember. And in true National Holstein Convention fashion, we end the Convention with the celebration of the 2020 Master Breeder Herds.



ITEM	PLATINUM	GOLD	SILVER	BRONZE	PARTNER	FRIEND
	\$15,000	\$10,000 -\$14,999	\$5,000 -\$9,999	\$2,500 -\$4,999	\$1,000 -\$2,499	\$100 -\$999
SOCIAL MEDIA THANK YOU POST						
TICKETS TO MASTER BREEDER GALA	4	4				
TICKETS TO HOST NIGHT - BOOTS & BLING	2	0	2			
LOGO DISPLAYED IN SHOW CATALOGUE						
LOGO INCLUDED IN OFFICIAL SPONSOR THANK YOU SIGNAGE						
COMPANY BANNER DISPLAYED IN HOTEL OR AT SHOW						
RECOGNITION IN ANNOUNCEMENTS THROUGHOUT EVENT						
PROVIDE MATERIALS FOR DELEGATE WELCOME BAGS						

ITEM	EXCLUSIVE PARTNERSHIP OPPORTUNITIES
	COST
WELCOME RECEPTION WEDNESDAY APRIL 21	\$3,000
2019 MASTER BREEDER CELEBRATION	\$15,000
FARM TOURS - BUS & BIOSECURITY	\$15,000
FARM TOURS - LUNCH X 4	\$1,500
ALTERNATE TOUR	\$1,500
BOOTS & BLING BALL * FRIDAY APRIL 23	\$15,000
WELCOME BAG	\$1000 X 500 BAGS
WELCOME GIFT	\$2,500 + = 500 GIFTS
LANYARDS	\$2,000 + = 500 LANYARDS
PHOTO BOOTH	\$2,500
WIFI HOTSPOTS/ CHARGING STATION	\$1,500 SHOW/SALE ARENA
*THESE ITEMS ARE SOLD OR CURRENTLY ON HOLD.	

Sponsorship Reply Form

Company: _____

Address: _____

Phone: _____

Fax: _____

Contact Name: _____

Email: _____

Please check sponsorship preference:

- | | |
|---|---------------------|
| <input type="checkbox"/> Platinum _____ | \$15,000 |
| <input type="checkbox"/> Gold _____ | \$10,000 - \$14,999 |
| <input type="checkbox"/> Silver _____ | \$5,000 - \$ 9,999 |
| <input type="checkbox"/> Bronze _____ | \$2,500 - \$4,999 |
| <input type="checkbox"/> Partner _____ | \$1,000 - \$2,499 |
| <input type="checkbox"/> Friend _____ | Below \$1,000 |

Please make cheques payable to “National Holstein Convention 2021” and return this form to:

Matt Clark | Sponsorship Chair

Email: clark_94@hotmail.ca

Phone: 343-996-7864

Fax: 613-624-5570

45 Emerald Meadows Dr.

Kanata, ON, Canada

K2M 2L3

You will receive confirmation of your sponsorship and invoice via email.



If you have any questions about this package, please feel free to contact anyone of us:

Matt Clark, Sponsorship Chair

Phone: 343-996-7864

Email: clark_94@hotmail.ca

Karen Velthuis, Convention Chair

Phone: 613-821-3421

Email: riverdown.inc@gmail.com

Barb Fraser, Secretary

Phone: 613-254-9925

Email: jd_fraser@outlook.com

French copy available upon request

The performance of this Agreement is subject to termination without liability upon the occurrence of any circumstance beyond the control of the 2021 National Holstein Convention (NHC) committee. Such as: acts of God, war, acts of terrorism, government regulations, disaster, strikes, civil disorder, or curtailment of transportation facilities – to the extent that such circumstance makes it illegal or impossible for the 2021 NHC committee to hold a national convention. The ability to terminate this agreement without liability is conditional upon written notice setting forth the basis for such termination as soon as reasonably practical, but in no event longer than ten (10) days after learning of such basis. The 2021 NHC will provide written notice confirming cancellation or postponement, to include a request of how to handle your funds – to be returned or retained for new dates.