



Mark your calendars for the

NMC 64th Annual Meeting January 27-30, 2025

**Sheraton Charlotte Hotel
Charlotte, NC 28204**

Sponsorship Opportunities – 2024-2025

The annual meeting is a great opportunity for our sponsors to reach the top dairy professionals in the world with your product and service messages. This is one of the leading conferences to enhance your marketing messages with the right audience.

This year's annual meeting features a combination of major presentation sessions and short courses. The meeting provides numerous sponsorship opportunities outlined in this program.

To schedule a meeting, contact Kristy Mach, kristy@nmconline.org or Sue Schatz, sue@nmconline.org, or call 952-758-2146.



National Mastitis Council At A Glance

The National Mastitis Council is a non-profit professional organization devoted to reducing mastitis and enhancing milk quality. NMC promotes research and provides science-based information to the dairy industry on udder health, milking management, milk quality, animal welfare and food safety.

Total Members

800 members
36 countries

Top Affiliations

Type	%
Supplier	19
Veterinarian/Veterinary Clinic	16
University	16
Pharmaceutical	9
Association	6
Other	6
Consultant/Consulting Firm	5
Milking Equipment	4
Milk Testing Lab	4
Dairy Cooperative/Processor	8
Dairy Farm	4
Dairy Supplier	2
Government	1

Annual Website Views

82,834 views
15,682 users

Top Pages

- NMC Homepage
- Events
- Publications
- Annual Meeting
- Resources
- Newsletters

Top Geographic Locations

- United States
- Canada
- Brazil
- China
- India

Webinars

- RACE approval available
- Sponsor receives:
 - Registration report (average registration: 188)
 - Attendee report (average attendance: 79)
 - Survey report
 - Q&A report
- Archived for viewing in Member Center

ENewsletter



UDDER TOPICS

National Mastitis Council Newsletter

- Distributed bimonthly (six issues per year)
- 2,000+ annual views

Annual Meeting

350 attendees
21 countries
29 U.S. states
6 Canadian provinces



National Dairy Quality Awards

90 nominations average per year
40 award winners average per year

United States and Canada

States Represented:

California, Indiana, Maryland, Massachusetts, Michigan, Minnesota, New York, Ohio, Pennsylvania, Wisconsin

Herd sizes range from

30-2,800 cows

Cows represented in nominations each year:

34,000+

Social Following



5,833 Followers



3,461 Followers



3,682 Followers



625 Followers



1,532 Video Views

2024-2025 NMC Sponsorship Program

All NMC sponsorship levels include:

- Recognition in NMC's Udder Topics bi-monthly newsletter
- Recognition at the NMC Annual Meeting (PowerPoint slides before sessions, printed program, meeting signage) and on the NMC website and virtual attendee page
- Recognition on NMC social media channels (LinkedIn, Facebook and Instagram)
- Recognition in annual meeting proceedings

Each level is determined by your sponsorship spend. For example, one webinar at \$3,500, one Udder Topics newsletter at \$1,000 and 1 meeting break at \$750 equals \$5,250, which is a Platinum Level sponsor.

Diamond Sponsor – \$10,000

- Logo on annual meeting T-shirt
- Copy of registration list, upon request
- Choice of Milk Quality Matters or Webinar (\$3,500 value)
- Provide 2 handouts at the annual meeting for each attendee (\$1,000 value)
- NMC website banner ad placement OR social media posts for 3 months (\$1,500 value)
- Two feature articles in Udder Topics newsletter with company-supplied research (\$2,000 value)

Platinum Sponsor – \$5,000

- Logo on annual meeting T-shirt
- Copy of registration list, upon request
- Provide 2 handouts at the annual meeting for each attendee (\$1,000 value)
- NMC website banner ad placement OR social media posts for 3 months (\$1,500 value)
- One feature article in Udder Topics newsletter with company-supplied research (\$1,000 value)

Gold Sponsor – \$3,000

- Copy of registration list, upon request
- Provide 2 handouts at the annual meeting for each attendee (\$1,000 value)
- NMC website banner ad placement OR social media posts for 1 month (\$500 value)

Silver Sponsor – \$2,000

- Provide 1 handout at the annual meeting for each attendee (\$500 value)

Bronze Sponsor – \$1,000

- All the items listed at the top of the page

Dairy Partner – \$500

- Reserved for dairy producer members



2025 NMC Additional Opportunities

Industry-sponsored sessions – \$5,000 each (4 opportunities)

- Ability to present up to 30 minutes, including Q&A
- Opportunities scheduled throughout the meeting
- Recognition and presentation details in the printed program
- Recording of presentation can be sent to sponsor, upon request

Other Annual Meeting opportunities

- \$10,000 Welcome reception
- \$5,000 Award of Excellence
- \$3,500 Wi-Fi in meeting rooms – password can be customized by sponsor
- \$3,500 Lanyards – (sponsor provides)
- \$3,500 Room keys – (sponsor provides)
- \$1,500 Attendee bags – (sponsor provides)
- \$1,500 Conference speakers
- \$750 Meeting breaks (5 available) – (sponsor may provide branded napkins and cups)
- \$500 Promotional material/swag – (sponsor provides)

Milk Quality Matters – \$3,500 each

- Live on NMC's social media channels (Facebook, LinkedIn and YouTube)
- 30-minute presentation by sponsor speaker and moderator
- Promoted on social media and an email to members



Webinars – \$3,500 each

- Sponsor selects the one-hour topic and speaker
- Topic should have scientific value
- One RACE credit will be applied for via the American Association of Veterinary State Boards

Udder Topics newsletter – \$1,000 each or \$5,000 for 6 issues

- Logo/banner with link to your website in email
- Sponsor may provide a short product promo
- Sent to all active NMC members



Social media posts – \$500 (maximum two per month)

- Provide content, image and link to your site
- Distributed on NMC's Facebook, LinkedIn and X social channels

Secure your sponsorship by contacting: kristy@nmconline.org or sue@nmconline.org

