Together we will keep our forages and grasslands thriving!

**Join Now!**

For access to the most up-to-date forage information compiled exclusively for MFA members!

**Sponsorship Benefits & Services:**

- **Forage Focus** - We don’t sell ad space, sponsorship is the only way to have an ad in the Forage Focus. Published four times a year, this is a premier source of forage news. All sponsors can have a free ad in the Forage Focus (ad size depends on sponsorship level).

- **Clippings** - All sponsors are recognized in Clippings. Silver or higher sponsors can contribute articles on a rotating basis. Emailed 1-4 times every month, this newsletter includes time-sensitive information, content articles, and events.

- **Midwest Forage Research Program** - Your sponsorship helps support the MFRP, which has awarded nearly $250,000 for local forage related research projects.

- **www.midwestforage.org** - Sponsors are recognized on our website. Only a click away, MFA’s website features hay pricing and quality information, “Member’s Only” section, an events calendar, and a research database.

- **Educational Opportunities** - MFA, in collaboration with university extension and industry, brings the latest in forage research through winter meetings, field days, and conferences. We contact MFA sponsors about exhibiting or speaking opportunities.

- **NAFA Updates** - Through our affiliation, MFA members are kept up to date on happenings of the National Alfalfa & Forage Alliance (NAFA), whose goal is to heighten national awareness and recognition of our valuable crop.

- **Money Saving Coupons** - All farmers receive a coupon packet when renewing their membership. Sponsors are able to provide a coupon; we pay to print and ship coupons.

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**Thanks to our Sponsors!**

**PLATINUM - $10,000**

<table>
<thead>
<tr>
<th>Sponsor</th>
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<td>CROPLAN by WinField United</td>
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**GOLD - $5,000**

- Alfalfa Partners - a brand of S&W Co.
- BASF
- DEKALB
- W-L Alfalfas

**SILVER - $2,500**

- Alforex Seeds
- Dairyland Laboratories
- Dairyland Seed Co.
- Krone NA
- La Crosse Seed
- NEXGROW
- Pioneer
- Rock River Laboratory

**BRONZE - $1,500**

- Ag-Bag by RCI
- Eisenraut Ag Services - ROC
- Harvest Tec
- Lallemand Animal Nutrition
- Oxbio International
- Promote, Cargill’s additives brand

**ALLIED INDUSTRY - $500**

- Agazzia Seed & Supply
- Albert Lea Seed House
- Alltech
- Barenbrug USA
- Byron Seeds
- CLAAS of America
- Country Visions Cooperative
- CP Feeds
- Delmhorst Instrument
- DHIA Laboratories
- Dohmann Enterprises
- Faber’s Farm Equipment
- Gruett’s
- H&S Manufacturing
- Hay & Forage Grower
- Innovative Forage Solutions
- Investors Community Bank
- John Deere
- Jordan Ag Supply
- Kuhn North America
- Landoll
- Legacy Seeds
- Meyer Manufacturing
- Mountain View Seeds
- New Holland
- Poettinger US
- Riesterer & Schnell
- SEMA Equipment
- Swiderski Equipment
- Taunton & Meyer CPA
- Vanderloop Equipment
- Vermeer
- Vincent, Urban, Walker & Associates
- Vita Plus

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**Midwest Forage Association**

**2021 Sponsorship Brochure**

**The Forage Council of the Heartland**

Together we will keep our forages and grasslands thriving!
About MFA...

Midwest Forage Association (MFA) represents forage producers/users, educators, and industry within the upper midwest. The association was established on March 31, 2004. Since its inception, MFA has made great strides in bringing long-overdue attention to the forage industry and continues to serve as the premier source of forage industry news, information, and advocacy.

MISSION STATEMENT

The Midwest Forage Association is dedicated to creating, promoting, and supporting value to the forage industry through leadership, research, and education to improve profitability for users and producers of forage crops emphasizing environmentally sound systems.

MFA allows greater synergies across state lines through its regional concept, broadening the appeal to forage producers in the upper Midwest and increasing efficiency in order to establish critical mass. MFA offers members a wide range of benefits including forage related research, information, and events, while heightening the visibility of our forage industry at the regional and national levels. MFA continues to work hard to add value to membership and the forage industry.

MFA Board of Directors

The board maintains a minimum of 50% producers. Directors are elected by membership and seated at each Annual Meeting.

Terms Expire 2022
Chad Staudinger (Industry)
Reedsdale, WI
Wayne Leis (Producer)
Casshton, WI
Lyle Schefers (Producer)
Rice, MN
Mark Rogen (Producer)
Garretson, SD
Jodie Myers (Industry)
Indianola, IA

Terms Expire 2023
Scott Wells (University)
St. Paul, MN
Dan Miller (Producer)
Spring Valley, MN
Duane Rathman (Industry)
Wasca, MN
Craig Fietzer (Producer)
Manawa, WI
Taylor Weisensel (Industry)
St. Nazianz, WI
Carla Hines (Industry)
Lewiston, MO

Terms Expire 2024
Jerry Clark (University)
Chippewa Falls, WI
John Ruedinger (Producer)
Van Dyne, WI
Randy Welch (Industry)
Madison, WI
Ben Kuhn (Producer)
Dickinson, ND
Bill Taunton (Producer)
Spicer, MN
Dan Funke (Producer)
Larchwood, MO

Ex Officio
Matt Akins, UW
Marshfield, WI
Marisol Berti, NDSU
Fargo, ND
Brian Lang, ISU
Decorah, IA
Deborah Samac, USDA ARS
St. Paul, MN
Mike Rankin (Media)
Fort Atkinson, WI
Directors serve 3-year terms.

Calling All
MFA Members!
$30 Membership Fee Includes ...
- Your MFA membership supports local councils!
- Easy to redeem coupons, each worth $10
- Subscription to the Forage Focus magazine and the Clippings newsletter
- Website access to "Members Only" classifieds, hay info, and a research database

MFA Sponsorship Level...

Gold - $5,000 Silver - $2,500 Bronze - $1,500 Allied - $500
With any sponsorship, you receive a personal membership, a sponsor listing in publications, ads in the Forage Focus, coupon opportunity, and employee subscriptions. Larger sponsors have larger ad sizes and opportunities to write for the Forage Focus and Clippings publications.

Return Application and Payment to:
Midwest Forage Association
4630 Churchill Street, #1
St. Paul, MN 55126
651.484.3888
mfa@midwestforage.org
# Sponsorship Levels

## Charter - $5,000

For Charter status, a company must contribute $10,000 in their first fiscal year and an annual $5,000 commitment for the next three years.

- Direct access to MFA members
- Guest column in *Forage Focus* (rotating opportunity)
- Guest speaker at Annual Meeting (rotating opportunity)
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 3 mailings to MFA members annually
- Link to your website from MFA’s website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 30 company email addresses for *Clippings*
- 30 *Forage Focus* company subscriptions
- 1st priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus* & *Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Half page ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

## Gold - $5,000

Gold level applies to those companies sponsoring at the $5,000 level in one fiscal year after March 31, 2005. Once a sponsor’s cumulative total reaches $25,000 (at the rate of $5,000/year) said sponsor will earn Charter Sponsor benefits.

- Direct access to MFA members
- Guest column in *Forage Focus* (rotating opportunity)
- Guest speaker at Annual Meeting (rotating opportunity)
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 2 mailings to MFA members annually
- Link to your website from MFA’s website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 15 company email addresses for *Clippings*
- 2nd priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus* & *Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Half page ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

## Silver - $2,500

Silver level applies to those companies sponsoring at the $2,500 level in one fiscal year.

- Direct Access to MFA members
- Guest column in *Clippings* (rotating opportunity)
- Distribution of 1 mailing to MFA members annually
- Link to your website from MFA’s website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 12 company email addresses for *Clippings*
- 3rd priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus* & *Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Quarter page ad in every issue of *Forage Focus*
- Discounted booth fee at MFA events

## Bronze - $1,500

Bronze level applies to those companies sponsoring at the $1,500 level in one fiscal year.

- Direct Access to MFA members
- Link to your website from MFA’s website
- Link to your website in every *Clippings* issue
- Recognition at MFA events
- 10 company email addresses for *Clippings*
- 4th priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus* & *Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Quarter page ad in 2 issues of *Forage Focus* plus business card ad in the other 2 issues
- Discounted booth fee at MFA events

## Allied Industry - $500

Allied Industry level applies to those companies sponsoring at the $500 level in one fiscal year.

- Direct Access to MFA members
- 5 company email addresses for *Clippings*
- 5th priority booth placement at MFA events (lottery)
- Opportunity to sponsor MFA events
- Sponsor listing in *Forage Focus* & *Clippings*
- Opportunity to have a coupon in MFA coupon packet
- Business card ad in every *Forage Focus* issue
- Discounted booth fee at MFA events

To be eligible for an industry representative board seat, a company’s collective sponsorship must total a minimum of $5000 (this may be accomplished in one year or over consecutive years). Sponsor must stay in good standing in order to maintain eligibility.

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**Interested in sponsoring MFA?**

Contact the MFA office for more information. Checks can be sent to the MFA office or call to pay by credit card (4% processing fee).