



April 18–25, 2026
Eastern States Exposition
W. Springfield, MA

Dear Donor,

The 2026 **Northeast All Breeds Spring Show**, featuring the **Northeast National Jersey Show**, will take place April 18–25, 2026, at Eastern States Exposition in West Springfield, Massachusetts. This premier event brings together top-quality dairy cattle and youth exhibitors from across the region—showcasing the excellence, dedication, and future of the dairy industry. Each year, this show provides young dairy enthusiasts the opportunity to exhibit elite cattle, build lifelong connections, and develop leadership and agricultural skills. We are proud to host an event that showcases both exceptional cattle and the next generation of dairy leaders. We invite you to partner with us as a **donor** for this year's show. Your support directly benefits youth exhibitors by helping us provide quality awards, professional judges, and an unforgettable experience for all participants. Sponsors will be recognized throughout the event — in the show ring, in the digital & print catalog, and across our social media platforms.

Sponsorship Opportunities:

■ Champion Sponsor – \$500+

Premier recognition during champion classes, logo on promotions, and banner placement in the show ring.

■ Blue Ribbon Sponsor – \$250–\$499

Recognition during breed shows, logo displayed in the ring, and mention in the event program.

■ Youth Sponsor – \$100–\$249

Name announced during the sponsored class and listed in the program. Every contribution — large or small — helps youth exhibitors continue pursuing excellence in dairy cattle breeding and showmanship.

■ Class Supporter – \$50

Recognition in the event program and on social media.

To become a sponsor or learn more, please contact Toni Jacque or Justine Allyn at northeastallbreeds@gmail.com or visit our website at this [link](#).

Checks must be made to **MAPDCA** and mailed to 95 Hollow Road, Brimfield, MA 01010

Thank you for supporting our youth and helping us continue the proud tradition of showcasing the best in dairy genetics and showmanship. We look forward to celebrating with you in April!

With appreciation,

Toni Jacque & Justine Allyn

Northeast All Breeds Spring Show

tajacque16@gmail.com | Jrallyn@vt.edu



Northeast All Breeds Spring Show

April 18–25, 2026 • Eastern States Exposition – West Springfield, Massachusetts

Join us in supporting one of the Northeast's premier dairy cattle events—featuring over 300 exhibitors from 10 states and more than 150 youth participants in showmanship and leadership activities. Your contribution helps us provide an exceptional experience for exhibitors, spectators, and youth while promoting excellence across all dairy breeds.

Presenting Sponsor – \$7,500

- Prominent logo placement on all show signage, digital promotions, and the show ring backdrop
- **NEW FOR 2026** Full-page ad in the official show program (**print and digital**)
- **NEW FOR 2026:** Prime booth or display space in a high-traffic location
- Recognition in press releases and official event announcements
- Social media features (pre-show, during, and post-show)
- Logo and link on the show website for the full year
- **NEW FOR 2026:** VIP passes to all show and exhibitor hospitality events
- **NEW FOR 2026:** Opportunity to present class awards or sponsor a youth showmanship division • First right of renewal for 2027

Platinum Sponsor – \$5,000

- Logo placement on major signage and digital materials
- **NEW FOR 2026:** Half-page ad in the official show programs
- **NEW FOR 2026:** Premium booth or display space
- Recognition on the show website and social media
- Inclusion in press materials and announcements
- **NEW FOR 2026:** Two VIP passes to special events

Gold Sponsor – \$2,500

- Logo recognition on select signage, catalog, and website

- **NEW FOR 2026:** Quarter-page ad in the show programs
- Display space in designated sponsor area
- Recognition on social media and during select show sessions

Silver Sponsor – \$1,000

- Logo listing in the show programs and on the website
- Recognition during show announcements
- Opportunity to display a banner in an approved show area

Bronze Sponsor – \$500

- Name listing in the show programs
- Recognition on the website and social media sponsor thank-you post

Friend of the Show – \$250

- Name listed in the show programs and on the website

Supporter – \$100

- Recognition as a community supporter in the show programs

All sponsors receive recognition in the official Show Programs and Website, connection with dairy producers and youth leaders, and the satisfaction of supporting excellence in the dairy industry.

For sponsorship inquiries or to confirm your participation:

Toni Jacque, Show Committee Co-Chair

■ tjacque16@gmail.com

Justine Allyn, Fundraising Co-Chair

■ Jrallyn@vt.edu