



**Dear Friends of Marathon County,**

The Partnership for Progressive Agriculture is excited to welcome the **79th Alice in Dairyland Finals to Marathon County on May 15–16, 2026**. Our county is proud of our rich agricultural heritage—and of two former Alices: Deborah Moser and Katie Wirkus. Throughout the year leading up to the finals, the current Alice in Dairyland will make monthly visits to highlight local agribusinesses, tourism destinations, and community events. The eyes of the Badger State—and beyond—will be in the place we're proud to call home.

The **Alice in Dairyland program** has been a cherished part of Wisconsin's history since its inception in celebration of our state's centennial. Over the decades, Alice has evolved into Wisconsin's premier marketing ambassador role, representing the varied food, fiber, and natural resource industries that define our state. From **June 2025 through May 2026**, Marathon County will serve as the statewide hub for Alice's outreach and media efforts.

We invite you to **join us as a supporting sponsor** of this incredible event. Your contribution will help fund the promotion, planning, and success of the 79th Alice in Dairyland Finals—and provide your business with high-visibility benefits, including recognition through social media, the event website, and other marketing channels. This is more than a sponsorship—it's an opportunity to align your business with Wisconsin's agricultural legacy and future. The enclosed sponsorship form outlines the available levels and benefits. A letter acknowledging your tax-deductible gift will be provided upon receipt.

**Please return your completed sponsorship form to:**

Partnership for Progressive Agriculture  
Attn: Alice  
1000 W. Campus Drive  
Wausau, WI 54401

We would be happy to answer any questions or discuss available sponsorship opportunities further. Our "Alice" Committee members look forward to connecting with you to make this a meaningful and memorable partnership.

Thank you for helping us showcase the strength, innovation, and beauty of **Marathon County agriculture**. Together, let's celebrate the enduring tradition of the Alice in Dairyland program and help crown the 79th Alice right here at home.

Warm regards,

**79th Alice in Dairyland—Marathon County Contacts**

**Jennifer Rudolph**, Event Co-Chairperson, 715.218.1504

**Julie Bohr**, PPA President and Finance Sub-Committee Chair, 715.581.1254

**Email: [alicehost2026@gmail.com](mailto:alicehost2026@gmail.com)**

## BENEFITS TO SPONSORS

- Be associated with the historic Alice program, that educates consumers on Wisconsin agriculture and **promotes product sales** ranging from ginseng and beef to Christmas trees and whiskey.
- **Show your customers you care about their business** by helping Alice promote agriculture in Wisconsin.
- **Build bridges between farmers and consumers.** It's important to educate school children and the public about where their food comes from.
- Exhibit your **community involvement**.
- Promote your business **throughout the state of Wisconsin** via television, radio, and social media.

## IMPORTANT DATES

2026

**May 15th - Friday Night Showcase**

• **5 pm - Top Candidates Interactive Booths**

• **6 pm - Appetizers and Cash Bar**

• **7:30 pm - Top Candidates Q+A**

**May 16th - Saturday Night Finale**

• **5 pm - Social Hour**

• **6 pm - Dinner**

• **7:30 pm - Finale Presentations**

• **Selection of next Alice in Dairyland**

### Contact Information

**79th Alice Host**

Email: [alicehost2026@gmail.com](mailto:alicehost2026@gmail.com)

### Contact Information

**PPA**

Website: [marathonppa.org](http://marathonppa.org)



## 79<sup>th</sup> Alice in Dairyland

Sponsorship  
Information

**HOSTED BY:**



# 79TH ALICE IN DAIRYLAND SPONSORSHIP LEVELS

## MARATHON COUNTY - FINALS MAY 2026

Be a part of this exciting event  
promoting agriculture in our  
community, hosted by Partnership  
for Progressive Agriculture.



### PLATINUM \$10,000 +

8 Tickets (Full Table)  
to the Finale  
Banquet on  
Saturday Night

8 Tickets (Full Table)  
to the Showcase on  
Friday Night

Plaque Presentation  
at the Finale

Prominent Logo  
Placement on  
Signage at The  
Showcase and Finale  
Banquet

Top Listing/Logo on  
Official Alice  
Program and News  
Releases

Prime Logo  
Placement on Event  
Website and Social  
Media

Top Candidates &  
VIP Meet and Greet  
- Specifics TBD



### DIAMOND \$5,000-\$9,999

4 Tickets to the Finale  
Banquet on Saturday  
Night

4 Tickets to the  
Showcase on Friday  
Night

Plaque Presentation at  
the Finale

Prominent Logo  
Placement on Signage at  
The Showcase and  
Finale Banquet

Top Listing/Logo on  
Official Alice Program  
and News Releases

Prime Logo Placement  
on Event Website and  
Social Media

Top Candidates & VIP  
Meet and Greet -  
Specifics TBD



### GOLD \$2,500-\$4,999

2 Tickets to the Finale  
Banquet on Saturday  
Night

2 Tickets to the  
Showcase on Friday  
Night

Signage at The  
Showcase and Finale  
Banquet

Logo/Listing in Official  
Alice Program

Logo on Event  
Website and Social  
Media

Top Candidates & VIP  
Meet and Greet -  
Specifics TBD



### SILVER \$1,000-\$2,499

2 Tickets to the Finale  
Banquet on Saturday  
Night

Signage at The  
Showcase and Finale  
Banquet

Logo/Listing in Official  
Alice Program

Listing on Event  
Website and Social  
Media



### BRONZE \$500-\$999

Signage at The  
Showcase and Finale  
Banquet

Listing in Official Alice  
Program

Listing on Event  
Website and Social  
Media



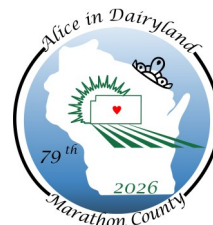
### FRIEND OF AGRICULTURE \$100-\$499

Listing in Official Alice  
Program

Listing on Event  
Website and Social  
Media



# 79<sup>th</sup> Alice in Dairyland Sponsorship Form



Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Sponsorship Levels:

☐ Platinum (\$10,000 +)\*

8 Showcase Tickets: ☐ Use ☐ Donate\*\*

8 Finale Tickets: ☐ Use ☐ Donate\*\*

☐ Diamond (\$5,000 to \$9,999)\*

4 Showcase Tickets: ☐ Use ☐ Donate\*\*

4 Finale Tickets: ☐ Use ☐ Donate\*\*

☐ Gold (\$2,500 to \$4,999)\*

2 Showcase Tickets: ☐ Use ☐ Donate\*\*

2 Finale Tickets: ☐ Use ☐ Donate\*\*

☐ Silver (\$1,000 to \$2,499)

2 Finale Tickets: ☐ Use ☐ Donate\*\*

☐ Bronze (\$500 to \$999)

☐ Friend of Agriculture (\$100 to \$499)

☐ Enclosed is a check for \$\_\_\_\_\_ or ☐ Please Invoice me for \$\_\_\_\_\_

☐ In Kind Donations & Monetary Value: \_\_\_\_\_

Checks made payable to: Partnership for Progressive Agriculture (Put "Alice" on Memo Line)

Mail Checks and this form to: **Partnership for Progressive Agriculture**

**Attn: Alice**

**1000 W Campus Drive**

**Wausau, WI 54401**

Questions? Please Contact Jeni Rudolph (715) 218-1504, Julie Bohr (715) 581-1254  
or email [AliceHost2026@gmail.com](mailto:AliceHost2026@gmail.com)

\*These sponsorship levels include having your logo included in our publications and advertising, please send logo in jpg format to [alicehost2026@gmail.com](mailto:alicehost2026@gmail.com)

\*\*Donated Tickets will be used for Local Students, and Top Candidates Families

**The Partnership for Progressive Agriculture (PPA) 501c3 Tax Identification Number 30-0578781**