

## **WestGen Canadian Classic Junior Dairy Show**

August 18-22, 2026 Brandon, Manitoba



The Manitoba WestGen Canadian Classic (WCC) Committee is pleased to announce that they will be hosting the 40<sup>th</sup> edition of Western Canada's premier junior dairy show. This successful program is open to youth from the four western provinces and will be held in Brandon, MB from August 18-22, 2026.

WCC offers over 100 youth, between the ages of 12-21, the opportunity to take part in a program filled with many activities throughout the week as well as cattle clipping, dairy knowledge test, cattle judging with oral reasons, herdsmanship, showmanship and conformation competitions.

The purpose of this competition is to provide an opportunity for our youth to improve their skills in leadership, teamwork, citizenship, public speaking and dairy cattle husbandry. During this event, participants will have the opportunity to build and grow their network while stimulating and maintaining interest in the agricultural industry. This remarkable program provides an excellent opportunity for agribusinesses to participate in the development of youth for a great future in agriculture.

As 2026 host province, our Manitoba volunteer committee is aiming to raise \$70,000 of cash and in-kind contributions from agribusinesses and dairy producers to fund this year's event and provide a reserve for the next 3 years. In return for sponsorship, you will receive recognition through online and in-print advertising, signage, special mentions throughout the show, banquet tickets for the awards night and other benefits listed on the sheet attached.

We invite you to share this youth initiative with us! It is a great opportunity to showcase your businesses and your commitment to the dairy industry, both locally and through the Western provinces. Many levels of sponsorship are available. Please find attached the different levels of sponsorship.

We look forward to working with you in partnership. If you require further information about WCC or potential sponsorship opportunities, please contact me at [manitobawcc@gmail.com](mailto:manitobawcc@gmail.com) or 204.370.5929..

Sincerely,

Vicki Wiens

WCC MB Chair

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August 18-22, 2026 Brandon, Manitoba

## WestGen Canadian Classic 2026 Brandon, MB August 18-22, 2026

### PLATINUM \$5000 - \$10,000

#### 2025 WCC SPONSORS

##### SUPREME SPONSOR

Westgen

##### PLATINUM

Alberta Holstein Association  
Alberta Milk

##### DIAMOND

Brokerlink Insurance  
Western Canadian Dairy News

##### GOLD

Agrai Dairy Mart  
Agrifoods  
Baas Dairy  
Cornine Commodities  
Chubanna Holsteins  
Diamond Park Dairy Ltd.  
Eagle Builders  
Farm Credit Canada  
Holstein Canada  
Lone Pine Creamery  
Lucky Hill Dairy  
MNP  
Mourits Trucking  
Nutrisource  
Rimbey Implements  
Rusty Ag/Magniva Silage Inoculants  
Ryka Custom Farming Ltd.  
Skycrest Holsteins  
ST Genetics Canada  
Unique Valleystream Genetics  
Validity Genetic Testing  
Westerner Dairy Showcase Committee

Media Coverage: WCC Facebook page & Western Canadian Dairy News  
Business name listed on website – [www.westerncanadianclassic.com](http://www.westerncanadianclassic.com)

Business name listed on letterhead

½ page Advert in Program

Logo & Name in Program

Thank you plaque for display in your business with team photo

5 Awards Banquet tickets

Event Sponsor (banquet, breakfast, lunch, fun night)

Individual Signage at Events (banner ringside)

Individual Recognition at Events

Name on Sponsor Signs

### DIAMOND: \$3000-\$4999

Media Coverage: WCC Facebook page & Western Canadian Dairy News  
Business name listed on website – [www.westerncanadianclassic.com](http://www.westerncanadianclassic.com)

Business name listed on letterhead

¼ pg. Advert in Program

Logo & Name in Program

Class Sponsor Photo and/or Team Photo

3 Awards Banquet tickets

Event (breakfast, lunch, fun night) or Class Sponsor

Individual Signage at Events (banner ringside)

Individual Recognition at Events

Name on Sponsor Signs

### GOLD: \$1000-\$2999

Media Coverage in WCC Facebook page & Western Canadian Dairy News

Business name listed on website – [www.westerncanadianclassic.com](http://www.westerncanadianclassic.com)

Business name listed on letterhead

Business card Advert in program

Logo & Name in Program

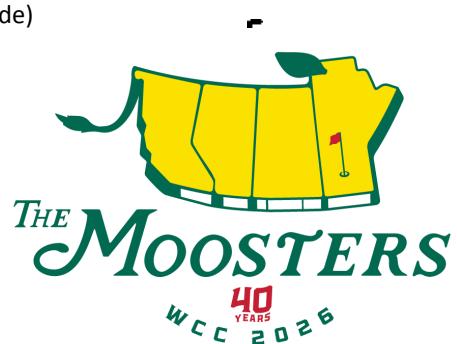
Class Sponsor Photo and/or Team Photo

2 Awards Banquet tickets

Event (breakfast or lunch) or Class Sponsor

Individual Signage at Events (banner ringside)

Name on Sponsor Signs



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## **SILVER**

Agmor  
Alberta Dairy Congress  
Benchmark Commodities Ltd.  
Bienert Holsteins  
Blondin Sires  
Bovigen Genetic Services  
Bow Valley Genetics  
Canadian Hay & Silage  
Cargill Animal Nutrition  
Central Alberta Holstein Club  
Chinook Farm Innovations  
Cowsmopolitan Country  
Dairysmart Nutrition Canada  
Detimdale Holsteins  
Donfield Farms In Memory of Jamie  
Donohoe  
Holdstar Genetics  
GEM Silage  
Gull Lake Veterinary Services  
Grober Nutrition Inc.  
Jefo Nutrition Inc.  
Kickstart Nutrition  
Kozak Holsteins  
Kyvision Clipper Repair  
Lactanet  
Lakeland College  
New Mars Dairy  
Perfection Pumping Corp.  
Rippleview Hoofcare  
Select Sires Canada  
Summit Nutrition  
Thornspyc Dairy  
Trouw Nutrition  
Wendon Holsteins

## **BRONZE**

Barmorth Veterinary Clinic  
EW Wright  
Heck's Petroleum Service - UFA  
Michael Haeni (Logo Design)  
Robinson Bioproducts  
Silver Fern Hoof Trimming  
Southern Alberta Holstein Club  
WER Group  
Western Canadian Certified Hoof  
Trimming Association

## **SILVER: \$400-\$999**

Media Coverage: WCC Facebook page & Western Canadian Dairy News  
Business name listed on website – [www.westerncanadianclassic.com](http://www.westerncanadianclassic.com)  
Business name listed on letterhead  
Logo & Name in Program  
Class Sponsor Photo and/or Team Photo  
Co-Event Sponsor or Class Sponsor  
1 Awards Banquet ticket  
Name on Sponsor Signs

## **BRONZE: up to \$399**

Media Coverage in WCC Facebook page & Western Canadian Dairy News  
Business name listed on website – [www.westerncanadianclassic.com](http://www.westerncanadianclassic.com)  
Business name listed on letterhead  
Logo & Name in Program  
Name on Sponsor Signs

## **FRIENDS OF WCC**

Option to purchase a 1/4 page for \$250 in the program

## **ADVERTISING SIZES FOR PROGRAM**

Full Page: 8.5" wide x 11" tall (0.125 bleed)  
Half Page: 5" wide x 7.5" tall (no bleed)  
Quarter Page: 3.75 x 5" (no bleed)  
Business Card: 3.75" x 2" (no bleed)

*All advertisements will be printed in full colour. \*\*Option of vertical or horizontal layout for half page, quarter page & business card advertisements*

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## Event Sponsorship

### Opportunities

- € Banquet sponsor \$10,000
- € Fun Night Sponsor (Wednesday) full \$4000
- € Partial Fun Night Sponsor (Wednesday) \$1500
- € Meal Sponsors \$2000
  - o Tuesday Lunch
  - o Tuesday Dinner
  - o Wednesday Lunch
  - o Thursday Lunch (Judging Day)
  - o Friday Participant Lunch
  - o Saturday Participant Lunch
- € Coffee Sponsor \$2000
- € Water Sponsor \$1000
- € Clipboard Sponsor \$1000
- € Participant Bag Sponsor \$1000
- € T-Shirt co-Sponsor \$1500
- € Water bottles \$1000
- € Program Booklet Sponsor
  - o Includes business card Ad \$550
  - o Includes ½ page ad \$1050
- € Video Coverage of Show \$2000

**Note:** Each event sponsor will receive specific recognition for that event and will have their name added to the large sponsor board. In addition, they will be entitled to the benefits for the corresponding sponsorship level. For example: The Fun Night sponsor will also be recognized as a Diamond level sponsor (value \$3000-4999) and receive corresponding benefits. If they wish to invest an additional \$500, they will be listed as a Platinum Sponsor and enjoy the corresponding benefits.

## Competition Categories

- € Grand Champion Calf \$2000
- € Grand Champion Showman \$1500
- € High Point Participant \$1000
- € Reserve Grand Champion Calf \$750
- € Reserve Grand Champion Showman \$750
- € Group of 3 \$750
- € Herdsman Award \$750
- € Premier Province \$750
- € Junior Showman \$600
- € Intermediate Showman \$600
- € Senior Showman \$600
- € Spring Heifer \$600
- € Winter Heifer \$600
- € Fall Heifer \$600
- € Summer Yearling \$600
- € Spring Yearling \$600
- € Winter Yearling \$600
- € Junior Judging Reasons \$600
- € Intermediate Judging Reasons \$600
- € Senior Judging Reasons \$600
- € Junior Judging Placings \$600
- € Intermediate Judging Placings \$600
- € Senior Judging Placings \$600
- € Junior Judging Overall \$600
- € Intermediate Judging Overall \$600
- € Senior Judging Overall \$600
- € Junior Clipping \$500
- € Intermediate Clipping \$500
- € Senior Clipping \$500
- € Junior Dairy Science \$500
- € Intermediate Dairy Science \$500
- € Senior Dairy Science \$500

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PLEASE FILL OUT THE BELOW FORM AND RETURN

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

Contact person \_\_\_\_\_

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

City \_\_\_\_\_ Province \_\_\_\_\_ Postal Code \_\_\_\_\_

Phone # \_\_\_\_\_

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

Class/Sponsorship

Choice #1 \_\_\_\_\_ Value: \_\_\_\_\_

Class/Sponsorship

Choice#2 \_\_\_\_\_ Value: \_\_\_\_\_

We are asking for a 4-year commitment however we are taking 1-year commitments as well.

Check which option you prefer:

4 Year Commitment \_\_\_\_\_

1 Year Commitment \_\_\_\_\_

Please indicate your first and second choices in the column provided via email to  
Vicki Wiens at [manitobawcc@gmail.com](mailto:manitobawcc@gmail.com) or cell: 204.370.5929

All cheques should be made out to Western Canadian Classic and should be mailed to:  
E-transfers can be made to [manitobawcc@gmail.com](mailto:manitobawcc@gmail.com)

MB WestGen Canadian Classic

Attention: Vicki Wiens

87-1276 Old PTH 59

Ile Des Chenes, MB

R0A 0T1

\*\*\*Please note any 4-year commitments, each year an automatic invoice will be mailed to you.