

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 40th 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 or 204.370.5929..

Sincerely,

Vicki Wiens

WCC MB Chair

WestGen Canadian Classic Junior Dairy Show

August 18-22, 2026 Brandon, Manitoba

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

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

PLATINUM \$5000 - \$10,000

Media Coverage: WCC Facebook page & Western Canadian Dairy News
Business name listed on website – 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
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
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



WestGen Canadian Classic Junior Dairy Show

August 18-22, 2026 Brandon, Manitoba

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
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
Business name listed on letterhead
Logo & Name in Program
Name on Sponsor Signs

FRIENDS OF WCC

Option to purchase a ¼ 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

WestGen Canadian Classic Junior Dairy Show

August 18-22, 2026 Brandon, Manitoba

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~~

WestGen Canadian Classic Junior Dairy Show

August 18-22, 2026 Brandon, Manitoba

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 or cell: 204.370.5929

All cheques should made out to Western Canadian Classic and should be mailed to:
E-transfers can be made to 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.