



**Center for Dairy Advancement & Sustainability**  
2506 River Drive, Knoxville, TN 37996  
office: 865-974-8167

## Poster Contest 2026

### Milk's Got Game!

Dear 4-H Extension Agent,

It's time to plan for the National Dairy Month Poster Contest sponsored by The Dairy Alliance: Please submit your virtual poster [HERE](#).



The theme this year is "Milk's Got Game." We want you to tell us what Milk's Got Game means to you! Is it fueling you up for football? Is it driving your dance practice? Is it gearing up your gaming? Show us how you do dairy!

The state level contest winners and their county extension agent(s) will be invited to attend the National Dairy Month Kick-Off luncheon. The date for the **National Dairy Month Kick-off** on **May 28, 2026**, at the **Ed Jones Auditorium, 416 Hogan Rd, Nashville, TN 37220**. We will share photos of the 2025 winning posters to provide ideas for this year's participants.

#### Dairy Extension Specialist

Dr. Liz Eckelkamp [email](#)  
Facebook: @UTIADairy  
Instagram: @UTDairy  
Twitter: @DairEGirl

**For post promotion from your  
chairperson's social media content!**

#### The Dairy Alliance

Facebook: @TheDairyAlliance  
Instagram: @TheDairyAlliance  
Twitter: @dairy\_alliance  
TikTok: @RealDairyRealDelicious

**Tag us on your social post so we  
can help amplify your content!**

Please read over the enclosed information. If you have questions, please call Liz at 865.974.8167 or email [eeckelka@utk.edu](mailto:eeckelka@utk.edu). Please return the application information by **April 30, 2026**.

We're excited about being able to offer support again this year to the National Dairy Month Poster Contest. We would love to see every county in Tennessee participate!

#### Dr. Liz Eckelkamp

Elizabeth Eckelkamp, PhD PAS  
Dairy Extension Specialist, Assistant Professor  
University of Tennessee Institute of Agriculture  
Animal Science Department

#### Elise Carpenter

Manager, Agricultural Affairs KY, TN  
The Dairy Alliance  
5340 W Fayetteville Road, Atlanta, GA 30349  
270.970.4792 | [thedairyalliance.com](http://thedairyalliance.com)

# National Dairy Month Dairy Promotion Contests

## Terms and Conditions

### POSTER CONTEST RULES

1. Poster size is 14 x 22 inches.
2. Current theme must be prominent part of poster. There will be one "Best Use of Theme" winner per county. The county agent will be responsible for determining the county winner and submitting the poster for state judging (*previous state winners are ineligible to win state prizes again*).
3. Include the below information with your county winner submission:
  - Number of posters entered in your county contest (both physical and virtual)
  - Contact information and T-shirt size of county contest winner
  - County and contact information for extension office agent
4. All submissions (posters AND submission form) must be postmarked no later than **April 30, 2026** (*Late entries will not be eligible to win state awards*).
  - Judges will include State 4H office personnel, Dairy Extension, and Dairy Alliance personnel. Winners will be notified following the judging and recognized at the National Dairy Month Kickoff.
5. Winning posters will be in the possession of The Dairy Alliance for one year to use for display and promotional purposes, and then returned to state office.
6. Virtual posters must be submitted as an image file. For help saving a PowerPoint or PDF as an image file, reach out to your local county extension agent, or [email](mailto:eeckelka@utk.edu) Dr. Liz Eckelkamp at [eeckelka@utk.edu](mailto:eeckelka@utk.edu).
7. Winning posters will be selected across all categories. Both virtual and physical posters will be considered for 1st, 2nd, and 3rd place; however, only 1 submission is allowed per county.

#### SUBMIT PHYSICAL POSTERS TO:

Liz Eckelkamp  
2506 River Drive  
244 Brehm Animal Science  
Knoxville, TN, 37996

**(Please mail the posters in a flat container!)**

#### SUBMIT VIRTUAL POSTERS [HERE](#)

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### POSTER CONTEST AWARDS

- A. County Award
  - T-shirt: Every county winner that is submitted for state level judging will receive a t-shirt.
- B. State Awards
  - First Place - \$550
    - County Office - \$150 awarded to the first-place winner's county 4-H extension office
  - Second Place - \$300
  - Third Place - \$200