

SPONSORSHIP OFFERING 2021

Welcoming
ALL COOKERS
from around the
WORLD



JULIA M. USHER'S

Cookie Art Competition™

WE'RE GOING
Virtual IN 2021

FEATURING

- Both 2-D & 3-D cookie categories
- Cash prizes totaling over \$3000
- Valuable feedback from world-class judges
- Priceless learning and growth

STAY TUNED FOR MORE INFORMATION *Coming in June*

Sponsorship Offering 2021 Julia M. Usher's Cookie Art Competition™

Overview

All contributions will help to support the 2021 virtual edition of Julia M. Usher's Cookie Art Competition™, either by subsidizing competition prizes for all cookie categories or other costs associated with running the competition, such as website enhancements, registration software, trophies, etc. Specific use of cash contributions will be at the competition organizers' discretion.

The competition will award three winners (first, second, and third) in each of two cookie categories (2-D and 3-D) for a total of six prizes. The competition will be open to entrants anywhere in the world. The call for entries is slated for late June, with entry preparation occurring in July and August, and judging in September and/or October depending on the number of entries. The intent is to announce winners in October, though exact competition timing is subject to change.

Like last year, two levels of sponsorship are being offered this year: Silver and Gold. The benefits of each level are detailed below.

Please note that, while we love your products, **only gift/service certificates and cash contributions will be accepted** in an attempt to keep administrative time and costs in check.

- Thank you in advance for your support of this one-of-a-kind cookie event! -

Silver Level (with Minimum Contribution of \$500 in Gift/Service Certificates OR Minimum Contribution of \$250 in Cash)

- . Logo with link on Julia M. Usher's Cookie Art Competition™ page on Julia's *Cookie Connection* site
- . Two pre-competition mentions (in a multi-sponsor post) on Julia's Facebook page (350,000 followers), with logo and link back to desired page (likely in early July and August)
- . Two pre-competition mentions (in a multi-sponsor post) on Julia's Instagram page (40,000 followers), with logo and link back to desired page (likely in early July and August)

Gold (with Contribution of \$1,000 or More in Gift/Service Certificates OR \$500 or More in Cash)

As above for Silver, plus:



- . One pre-competition blog post on Julia’s site *Cookie Connection* (16,000 members with additional reach via Julia’s social media platforms, above) with logo and link back to desired page (a multi-sponsor post)
- . One post-competition thank-you on Julia’s Facebook page (350,000 followers), with logo and link back to desired page (a multi-sponsor post)
- . One post-competition thank-you on Julia’s Instagram page (40,000 followers), with logo (a multi-sponsor post)

To participate, please confirm your donation with Julia M. Usher (sweetlife@juliausher.com) NO LATER THAN JUNE 7, 2021. Please also submit the following to Julia M. Usher (sweetlife@juliausher.com) NO LATER THAN JUNE 7, 2021: (1) detailed description of donation (with total prize value and desired breakdown across first, second, and third prizes in each of the two categories), (2) company logo/art work (300 dpi; square format; ideally a png with transparent background), and (3) company link/URL.

Cash donations should be mailed to: Julia Usher for Cookie Competition, 405 Newport Ave., St. Louis, Missouri 63119. They must be received NO LATER THAN JUNE 7, 2021. If you’d prefer to send cash via international wire transfer or PayPal, just let Julia know, and she will send you the required info to make the transfer. Gift certificates and service-related coupons or coupon codes must be relayed to Julia in digital form, also by June 7. All the rules and restrictions for their use should be printed on them, so that the process for redeeming the prize is self-explanatory to the winner just by reading the certificate/coupon. All gift certificates/coupons will be emailed by Julia directly to winners once they have been determined and announced in the late fall.

AGAIN, ALL DONATIONS MUST BE RECEIVED NO LATER THAN JUNE 7, 2021.

