

CAPITAL CONFECTIONERS PRESENTS

THAT TAKES
the
CAKE



2022 COOKIE COMPETITION SPONSORSHIP OFFERING

Sponsorship Offering

Julia M. Usher's Cookie Art Competition™ 2022

An Overview from Julia

As you may know, *Julia M. Usher's Cookie Art Competition*™ returns to its usual in-person format at That Takes the Cake Show (TTTC) on February 26/27, 2022 in Round Rock, Texas. I am super excited to see sponsors and competitors in the flesh! What's more, the in-person format allows for bigger and better sponsorship benefits – not only online, but also in physical event programs, in video clips, and on the show floor! **Since the competition's 2021 virtual edition just concluded in early December, my team and I are working on a hyper-accelerated sponsorship timetable this year. We are asking all interested sponsors to submit their donations and artwork no later than February 7, 2022 to help us stay on track!** I thank you in advance for working at such a rapid clip with us; unfortunately, COVID threw a wrench into last year's competition timing, and we are essentially confronted with having to run two competitions back to back. That being said, 2021 was a banner year for the competition – breaking records in both participation and sponsorship – and with your generous participation, I am sure we can do it again. There's little more gratifying, in my opinion, than opening people's eyes to the magic of cookie decorating by building skills and confidence through healthy competition, and I know many of you agree.

As always, all competition contributions will be directed to the support of *Julia M. Usher's Cookie Art Competition*™ at That Takes the Cake Show, either by subsidizing competition prizes for all cookie categories or other costs associated with running the competition, such as signage, printing, trophies, etc. Specific use of cash contributions will be at the competition organizers' discretion. **Please note that, while we love your products, only digital gift/service certificates and cash contributions will be accepted as usual, again in an attempt to keep administrative time and costs in check.**

Like last year, two levels of sponsorship are being offered this year: Silver and Gold. The benefits of each level are detailed in the next section. **However, in 2022, we will be awarding 12 prizes, not 6 as in years past,** along with the *Kerry Vincent Best in Show Award*. First-, second-, and third-place prizes will be awarded in both the 2-D and 3-D cookie categories as well as in Beginner/Intermediate and Advanced/Master skills classifications within these categories. In other words, three prizes will be awarded in each of the following four categories/classifications:

- Beginner-Intermediate 2-D Cookie
- Beginner-Intermediate 3-D Cookie
- Advanced-Master 2-D Cookie
- Advanced-Master 3-D Cookie

I point out this change so that you can better gauge your overall contribution and apportion it across the increased number of winners accordingly.

Thank you in advance for your support of this one-of-a-kind cookie event! I would be honored to have your help in advancing the state of the art of cookie decorating! -- Live sweetly, Julia

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Sponsor Levels and Benefits

Silver Level (with Minimum Contribution of \$600 in Digital Gift/Service Certificates OR \$300 in Cash)

- . Sponsor listing in That Takes the Cake program
- . Logo with link on *Julia M. Usher's Cookie Art Competition™* page on That Takes the Cake site
- . One sponsor announcement on That Takes the Cake Facebook and Instagram pages (single-sponsor announcement)
- . Logo with link on *Julia M. Usher's Cookie Art Competition™* page on Julia's *Cookie Connection* site (16,500 members)
- . Two pre-competition mentions (in a multi-sponsor post), one on Julia's Facebook page (350,000 followers) and another in Julia's Facebook group (18,000 members), with logo (likely in early to mid February)
- . Two pre-competition mentions (in a multi-sponsor post) on Julia's Instagram page (41,000 followers), with logo (likely in early to mid February)

Gold (with Contribution of \$1,200 or More in Gift/Service Certificates OR \$600 or More in Cash)

As above for Silver, plus:

- . Two general admission tickets to That Takes the Cake
- . Still image in That Takes the Cake overhead looping video reel (single-sponsor image)
- . Logo on sponsor banner to be displayed on competition floor (multi-sponsor banner)
- . One pre-show blog post on Julia's site *Cookie Connection* (16,500 members with additional reach via Julia's social media platforms, above) with logo and link back to desired page (multi-sponsor post)
- . One post-show thank-you on Julia's Facebook page (350,000 followers), with logo (multi-sponsor post)
- . One post-show thank-you on Julia's Instagram page (41,000 followers), with logo (multi-sponsor post)

Submission Requirements

To participate, please confirm your donation and submit the following to Julia M. Usher (sweetlife@juliausher.com) NO LATER THAN FEBRUARY 7, 2022: (1) a description of your donation with total prize value and desired breakdown across first, second, and third prizes in each of the four categories/classifications (if you are donating digital certificates/coupons, they should ideally be apportioned across the 12 winners; cash donations will be apportioned by competition administrators); (2) your company logo/art work (300 dpi; square format; ideally a png with transparent background, though a jpg or pdf is fine too); and (3) company link/URL.

Cash donations should be remitted to Julia M. Usher via Paypal. (Just click paypal.me/cookiecompetition, then hit "send", enter your desired payment and a note, and, lastly, select "sending to a friend" on the third screen to avoid Paypal transaction fees.) Gift certificates or service-related coupons should be emailed (in jpg or pdf format) to Julia M. Usher at sweetlife@juliausher.com. Again, your total donated value should ideally be apportioned across the 12

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winners into separate coupons/certificates. Though if you'd like to apportion your donation across fewer winners and categories, that is, of course, fine too. **Last, and most important, all the rules and restrictions for coupon/gift certificate use should be printed on them, so that the process for redeeming the prize is self-explanatory to the winners just by reading the certificates/coupons.** For instance, please include your website, a contact email, any coupon code that needs to be applied, and an expiration date. All gift certificates/coupons will be emailed by Julia directly to winners after they have been announced at the show.

**AGAIN, ALL DONATIONS AND COMPANY INFO MUST BE RECEIVED
NO LATER THAN FEBRUARY 7, 2022.**

This deadline exists to allow competition administrators time to fulfill the sponsorship benefits noted here.

THANK YOU AGAIN FOR YOUR SUPPORT!

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