



2023

SPONSOR OFFERING

CAPITAL CONFECTIONERS PRESENTS
THAT TAKES the CAKE International
Holidays



FEATURING:
Julia M. Usher's
COOKIE ART COMPETITION™



2023
International Holidays



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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) in Round Rock, Texas on March 31, 2023. I am super excited to *finally* see sponsors and competitors in the flesh! If you received this sponsor shout-out from me last year, what follows will feel a lot like a *Groundhog Day* movie replay! Back in 2022, I said nearly the exact same thing, as we then had every intention of returning in person until COVID foiled us once again. But pivot we did.

The 2022 online program was a huge success with entrants from all over the globe receiving a record-breaking \$20,000 in prizes, thanks to the very generous donations from many of you. While I loved several aspects of the online format, nothing can replace the experience of seeing competition pieces up close and personal, and the smiles on competitors' faces when they learn they've won. From a sponsor perspective, the 2023 in-person format allows for bigger and better sponsorship benefits too – not only online, but also in the physical event program, in video clips, and on the show floor! I would be so honored to have your support in advancing the state of cookie art in 2023! Please read on for details!

Since the 2022 virtual edition just concluded in late December, my team and I are working on a hyper-accelerated sponsorship timetable again this year. To help us stay on track, we are asking all interested sponsors to submit their donations and artwork no later than February 21, 2023. 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 in an effort to keep show administrative time and costs in check.**

Like last year, two levels of sponsorship are being offered in 2023: Silver and Gold. The benefits of each level are detailed in the next section. **The competition will acknowledge multiple bronze, silver, and gold winners with certificates, but will award a maximum of only 13 prizes,** including the *Kerry Vincent Best in Show Award*. Judges have the discretion to award a single first-, second-, and third-place prize in each of the following four categories/skill classifications: (1) Beginner-Intermediate 2-D Cookie; (2) Beginner-Intermediate 3-D Cookie; (3) Advanced-Master 2-D Cookie; and (4) Advanced-Master 3-D Cookie. I point out these numbers only so you can better gauge your overall contribution and apportion it across the maximum number of winners (12 plus *Best in Show*) accordingly.

Thank you in advance for your support of this one-of-a-kind cookie event! Again, I would be most honored to have your participation this year!



Live sweetly Julia

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
- . Two general admission tickets to That Takes the Cake show
- . Logo with link on That Takes the Cake site
- . One sponsor announcement (in a single-sponsor post) on That Takes the Cake Facebook page (15,000 followers)
- . Logo with link on *Julia M. Usher's Cookie Art Competition™* sponsor page on Julia's *Cookie Connection* site (16,900 members) and on Julia's business site (www.juliausher.com)
- . Two pre-competition mentions (in a multi-sponsor post), one on Julia's Facebook page (340,000 followers) and another in Julia's Facebook group (18,500 members), with logo (likely toward end of February)
- . One pre-competition mention (in a multi-sponsor post) on Julia's Instagram page (43,000 followers), with logo (likely toward end of February)

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

As above for Silver, plus:

- . Another two general admission tickets to That Takes the Cake show, for a total of four
- . Still image in That Takes the Cake show looping video reel (single-sponsor image)
- . Logo on large sponsor banner displayed above the show floor (multi-sponsor banner)
- . Logo on sponsor banner displayed on cookie competition floor (multi-sponsor banner)
- . One pre-show blog post on Julia's site *Cookie Connection* (16,900 members with additional reach via Julia's social media platforms, above) with logo and link back to desired page (multi-sponsor post)
- . Two post-show shout-outs, one on Julia's Facebook page (340,000 followers) and another in Julia's Facebook group (18,500 members), with logo (multi-sponsor post)
- . One post-show shout-out on Julia's Instagram page (43,000 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 21, 2023: (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, and must be submitted by the due date too); 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 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 of your 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 (BOTH CASH AND DIGITAL PRIZES) AND COMPANY INFO
MUST BE RECEIVED
NO LATER THAN FEBRUARY 21, 2023.

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

THANK YOU AGAIN FOR YOUR SUPPORT!

