



Julia M. Usher's
COOKIE ART COMPETITION™

2024

SPONSOR OFFERING

YOUR
ERAS
TOUR

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Julia M. Usher's
COOKIE ART COMPETITION™

YOUR ERAS TOUR 2024

An Overview from Julia

Julia M. Usher's Cookie Art Competition™ is back online in 2024! Though I am saddened that That Takes the Cake Show, my competition's usual in-person host, will not be running this year, I am extremely excited about welcoming entrants from across the globe once again. All initial indicators confirm that prospective entrants are excited too! On January 21, I released a preliminary [competition schedule and theme sneak peek](#) to my site *Cookie Connection*, and the response in general, but especially to the theme (Your Eras Tour), has been tremendous. The theme obviously takes a cue from the world's most famous pop artist, but what it really does is provide our competitors with loads of opportunity to make personal statements with their cookies. They love that, and so do our judges!

As with past online versions of the competition, *Cookie Connection* will serve as the competition's home base. Rules and an expanded theme description will post there on February 15; entries will be uploaded there on June 30; and 2024 sponsors will be recognized there throughout the 2024 competition through to the start of the 2025 showdown! (See the complete competition schedule on the next page.)

If you've been a sponsor of my past competitions, you know that the prizes are the very best in the business, totaling in the tens of thousands each year, thanks to many of your generous contributions. My competition is all about celebrating extraordinary talent in the cookie world and encouraging cookie artists to continually learn and grow. But, it is only through contributions from companies like yours, the leaders in our industry, that the competition can meet these goals. As a thank-you to 2024 sponsors, **I've expanded my 2024 sponsor offering to include more opportunities for online exposure than we've had in years past.** I hope the excitement of giving back to the cookie community combined with this expanded offering will convince you to join us as a sponsor in 2024. Please read on for details.

When competition registration opens on March 30, my team and I would like to announce the year's total prize package to really rev up our competitors! So to help us stay on track, we are asking all interested sponsors to submit their donations and artwork no later than March 15, 2024. As always, all competition contributions will be directed to the support of *Julia M. Usher's Cookie Art Competition™*; the vast majority is paid out in prizes with any remainder covering incidental competition costs such as graphics and social media content creation. **Please note that, while we love your products, only digital gift/service certificates and cash contributions will be accepted in an effort to keep administrative time and costs in check.**

Like last year, two levels of sponsorship are being offered in 2024: Silver and Gold. The benefits of each level are detailed on page 3. **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! I would be most honored to have your support in advancing the state of cookie art in 2024.



Live sweetly Julia

Preliminary Competition Schedule

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ERAS
TOUR

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*Julia M. Usher's*
COOKIE ART COMPETITION™

2024 SCHEDULE

JANUARY 21: SCHEDULE RELEASE AND THEME PREVIEW

FEBRUARY 15: COMPETITION OVERVIEW RELEASE WITH RULES

MARCH 15 (5 PM CDT): SPONSOR COMMITMENTS AND ARTWORK DUE

MARCH 30 (5 PM CDT): COMPETITOR REGISTRATION OPENS ON EVENTBRITE (NON-REFUNDABLE \$15 USD ENTRY FEE PER ENTRY)

MARCH 30 – JUNE 30: COMPETITORS PREPARE ENTRIES

JUNE 30 (5 PM CDT): REGISTRATION CLOSES AND ALL ENTRY FORMS AND SUBMISSION MATERIALS MUST BE UPLOADED TO COOKIE CONNECTION

JULY 1: JUDGING BEGINS

JULY 15 (SUBJECT TO CHANGE): FINALISTS ANNOUNCED!

JULY 30 (SUBJECT TO CHANGE): WINNERS ANNOUNCED!





Sponsor Levels and Benefits

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

- . Logo with link on *Julia M. Usher's Cookie Art Competition*™ [sponsor page on Julia's Cookie Connection site](#) (17,150 members) and on [Julia's business site](#) (www.juliausher.com)
- . Three pre-competition* mentions with logo (in multi-sponsor post) on Julia's Facebook page (340,000 followers)
- . Three pre-competition mentions with logo (in multi-sponsor post) in Julia's Facebook group (18,500 members)
- . Three pre-competition mentions with logo (in multi-sponsor post) on Julia's Instagram page (45,200 followers)
- . Personalized silver sponsor badge with logo, for your use on social media

*Posts to occur between March 30 and July 1, 2024

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

As above for Silver, plus:

- . One pre-competition blog post on Julia's site *Cookie Connection* (17,150 members with additional reach via Julia's social media platforms, above) with logo and link back to desired page (multi-sponsor post)
- . Two post-competition shout-outs with logo on all three of Julia's social media platforms noted above (multi-sponsor post)
- . Personalized gold sponsor badge with logo, for your use on social media

Submission Requirements

To participate, please confirm your donation and submit the following to Julia M. Usher (sweetlife@juliausher.com) **NO LATER THAN MARCH 15, 2024:** (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, 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 will work if that is all you have); 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 "for friends and family" on the third screen to avoid Paypal transaction fees.)

Gift or service-related certificates 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 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, your contact information and all of your rules and restrictions for gift certificate use should be printed directly on the certificates, so that the process for redeeming the prizes is self-explanatory to the winners just by reading the certificates.** For instance, please include your website, a contact email, any coupon code that needs to be applied, and an expiration date. A contact



email is especially important to include so that winners can go straight to the source if they need help applying coupon codes or navigating your website; the last thing you need is Julia “helping” winners with things she is clueless about! 😊 All certificates will be emailed by Julia directly to winners after they have been announced online around the end of July.

**AGAIN, ALL DONATIONS (BOTH CASH AND DIGITAL PRIZES) AND COMPANY INFO
MUST BE RECEIVED**

NO LATER THAN MARCH 15, 2024.

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

THANK YOU AGAIN FOR YOUR SUPPORT!

