



JULIA M. USHER'S
COOKIE ART COMPETITION™
4TH VIRTUAL EDITION

SPONSOR OFFERING

NATURE'S 
SYMPHONY





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2025

An Overview from Julia

Julia M. Usher's Cookie Art Competition™ returns online in 2025! With the unfortunate closure of two prominent US-based cake shows in 2024, my competition's mission of encouraging learning and growth in the sugar arts community has become more important than ever. My hope for 2025 is that *Julia M. Usher's Cookie Art Competition™* can fill some of the educational void left behind by these shows, provide an outlet for continued celebration of our sugar heroes, and expand its reach to many more of the wonderful cookie artists in our worldwide community. In 2024, about 40% of entrants were from countries other than the US, and I fully intend to see that number grow in 2025! On January 31, I released the [competition schedule and theme](#) to my site *Cookie Connection*, and the response to the theme (Nature's Symphony) has been fantastic. The theme's marriage of nature and music allows it to be interpreted in many different ways, and our entrants seem to love that flexibility! As with past online versions of the competition, *Cookie Connection* will serve as the competition's home base. Rules will post there on February 28 alongside the opening of registration; entries will be uploaded there by May 31; and 2025 sponsors will be recognized there throughout the 2025 competition cycle through to the start of the 2026 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. (Last year, the grand tally was \$25,500, divided across 13 winners!) My competition is all about celebrating extraordinary talent in the cookie world and encouraging cookie artists to continually stretch themselves creatively. 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 2025 sponsors who pledge early, I've introduced a **brand new opportunity for expanded online exposure. You can read more about it below, but I'm basically offering the first five Gold Sponsors on board the opportunity to take part in 30-minute live video commercials/interviews with me!** 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 2025. Please read on for details.

When competition registration opens on February 28, my team and I would like to announce the biggest possible prize package that we can, all in the spirit of pumping up the competition! So to help us stay on track, we are asking all interested sponsors to make their pledges as soon as possible and to submit their donations and artwork no later than March 31, 2025. 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 2025: Silver and Gold (with the NEW video commercial benefit). The benefits of each level are detailed on page 3. 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. We also select one *Kerry Vincent Best in Show* award winner, bringing the total number of prizes to 13. 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 2025!



Live sweetly Julia

Julia M. Usher's Cookie Art Competition™ is brought to you by:



Competition Schedule



JULIA M. USHER'S
COOKIE ART COMPETITION™
4TH VIRTUAL EDITION

2025 SCHEDULE

January 31: Schedule and theme post to *Cookie Connection*.

February 11: *Sponsor Offering* releases.

February 28: Rules post to *Cookie Connection*, and competitor registration opens on Eventbrite (non-refundable \$15 USD entry fee per entry, to cover competition admin costs).

February 28 – May 31: Competitors prepare entries.

March 31 (5 pm CDT): Sponsor commitments and artwork are due.

May 31 (5 pm CDT): Registration closes, and all entry forms and submission materials must be uploaded to *Cookie Connection*.

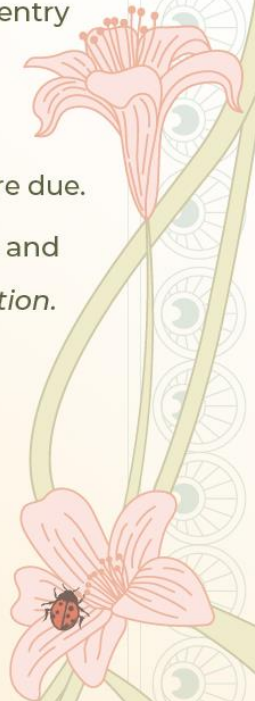
June 1: Judging begins.

June 16 (subject to change): Judging concludes.

June 30 (subject to change): Winners announced!



NATURE'S SYMPHONY



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](#) (17,320 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 (337,000 followers)
- . Three pre-competition mentions with logo (in multi-sponsor post) in Julia's Facebook group (18,400 members)
- . Three pre-competition mentions with logo (in multi-sponsor post) on Julia's Instagram page (47,300 followers)
- . Personalized silver sponsor badge with logo, for your use on social media

*Posts to occur between March 31 and June 31, 2025

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* (17,320 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
- . **NEW IN 2025! AVAILABLE TO THE FIRST 5 GOLD SPONSORS ONLY:** Appearance in a 30-minute Facebook Live interview/promo with Julia, to be posted later on YouTube and *Cookie Connection*; these videos will ideally air between March 1 and April 30 to have the most impact on competition registration.

Submission Requirements

To participate, please confirm your donation and submit the following to Julia M. Usher (sweetlife@juliausher.com) **NO LATER THAN MARCH 31, 2025:** (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. **Again, early pledges (prior to March 31) of the items in point (1) are most appreciated; any digital certificates and logo art can follow your pledge just as long as all materials are received by the deadline. But, remember, the sooner Julia has your material, the sooner she can start promoting your business!**

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 June.

**AGAIN, ALL DONATIONS (BOTH CASH AND DIGITAL PRIZES) AND COMPANY INFO
MUST BE RECEIVED
NO LATER THAN MARCH 31, 2025.**

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

THANK YOU AGAIN FOR YOUR SUPPORT!

