



2022

Sponsorship Offering

THE SHOW
MUST GO ON!



JULIA M. USHER'S
Cookie Art Competition[™]
2ND VIRTUAL EDITION

Sponsorship Offering - Revised

Julia M. Usher's Cookie Art Competition™ 2022

2nd Virtual Edition

An Update from Julia

As you may have already heard, the That Takes the Cake Show (TTTC) in Austin, where my competition was slated to be hosted on February 26-27, recently canceled amidst growing concerns about the Omicron variant, people's safety, and diminished attendance at the physical show. While this announcement is extremely disappointing to me and so many others in the sugar arts community, I completely understand and support their decision, and, moreover, hope that everyone takes precautions to stay safe in the coming months.

That being said, there IS some good news! *Julia M. Usher's Cookie Art Competition™* proved resilient in 2021 and rebounded from the first TTTC cancellation with its first-ever virtual edition - and 2022 is going to be no different! **I will be re-launching this year's competition in a virtual format on my site *Cookie Connection* this coming June, with the same Broadway & Musicals theme and the same categories and skills classifications that were already announced for TTTC.** For this virtual edition, I will be operating independently of TTTC, though they may be joining my *Cookie Connection* platform to run their cake competitions virtually as well.

So, what exactly does this mean for you? **For sponsors who have already contributed to my 2022 cookie competition**, I have tweaked the 2022 Sponsorship Offering (see below) to reflect the benefits that I am now able to provide without having the physical show as a platform any longer. I will reach out to each of you personally to discuss how you'd like to proceed. I hope you'll stick with the competition, of course, as it will still provide great, albeit slightly different benefits. **For prospective sponsors**, please take a look at the benefits below and consider participating. My competition had a banner first-ever virtual edition last year, with superlative entries and participation from all over the globe, and I suspect this year will be no different.

The virtual edition will also be operating on this **revised timetable** to allow me time to set up the systems to support the online competition:

- **May 1 (or sooner):** Sponsor commitments and artwork are due.
- **June 15 (5 pm CDT):** Competitor registration opens.
- **June 15 (or sooner) - September 15:** Competitors prepare entries.
- **September 15 (5 pm CDT):** Registration closes, and all entry forms and submission materials are due.
- **September 15:** Judging begins.
- **October 15 (subject to change, depending on number of entries):** Finalists announced!
- **October 30 (subject to change, depending on number of entries):** Winners announced!

As always, all competition contributions will be directed to the support of *Julia M. Usher's Cookie Art Competition™* 2nd Virtual Edition, either by subsidizing competition prizes for all cookie categories or other



costs associated with running the competition, such as graphics, 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 for your understanding during these crazy and unpredictable times. The "show must go on" as TTTC and I said in 2021, and I remain committed to seeing creativity and passion for cookie art prevail! As always, I would be honored to have your help in advancing the state of the art of cookie decorating!

- Live sweetly, Julia

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*[™] page on Julia's *Cookie Connection* site (16,500 members) and on Julia's new business site (slated to launch in February)
- . 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 June or July)
- . Two pre-competition mentions (in a multi-sponsor post) on Julia's Instagram page (41,000 followers), with logo (likely in June or July)

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* (16,500 members with additional reach via Julia's social media platforms, above) with logo and link back to desired page (multi-sponsor post likely in July)



- . One pre-competition blog post on Julia's new business site (slated to launch in February, though the competition post will likely appear in July)
- . One post-competition thank-you on Julia's Facebook page (350,000 followers), with logo (multi-sponsor post)
- . One post-competition 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 MAY 1, 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 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 (that takes into consideration that winners will now be announced in October 2022). All gift certificates/coupons will be emailed by Julia directly to winners after they have been announced online.**

**AGAIN, ALL DONATIONS AND COMPANY INFO MUST BE RECEIVED
NO LATER THAN MAY 1, 2022.**

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

THANK YOU AGAIN FOR YOUR SUPPORT!

