



2025 Sponsorship Opportunities

CheeseCon Sponsorship Opportunities

Promote your company at the largest gathering of Dairy Processors in North America! Sponsorship is available from October 1, 2024 until January 16, 2025 at [CheeseCon.org](https://www.CheeseCon.org).

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org.

Diamond Sponsorship (\$35,000)

Exclusive Diamond Sponsorship Opportunity:

- ▶ Championship Auction Reception*

Diamond Sponsorship Benefits:

- ▶ Event name incorporates the name of sponsor.
- ▶ Opportunity to offer 'Welcome Greeting' at the podium.
- ▶ Opportunity to show video at the event.
- ▶ Two complimentary pull-up banners (1m x 2m) in CheeseCon registration area.
- ▶ Two free full page ads in CheeseCon Official Program.
- ▶ Sponsor color logo (large) on event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Platinum Sponsorship (\$21,000)

Exclusive Platinum Sponsorship Opportunities:

- ▶ Welcome Reception*
- ▶ WCMA Recognition Breakfast*
- ▶ Champions Reception*

Platinum Sponsorship Benefits:

- ▶ Event name incorporates the name of sponsor.
- ▶ Opportunity to show video at the event.
- ▶ Complimentary pull-up banner (1m x 2m) in CheeseCon registration area.
- ▶ One free full page ad in CheeseCon Official Program.
- ▶ Sponsor color logo (large) on event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Additional CheeseCon Sponsorship Opportunities available on the next page

*Previous Sponsor Has First Right of Refusal

Gold Sponsorship (\$12,500)

Exclusive Gold Sponsorship Opportunities:

- ▶ Opening Keynote*
- ▶ Wednesday Continental Breakfast*
- ▶ Afterglow Reception*

Gold Sponsorship Benefits:

- ▶ Event name incorporates the name of sponsor.
- ▶ One free full page ad in CheeseCon Official Program.
- ▶ Sponsor color logo (large) on event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Partner Sponsorship (\$4,500)

Partner Sponsorship Opportunities:

- ▶ Wednesday and Thursday Lunch Partner (6 Available)
- ▶ Registration Partner (4 Available)
- ▶ Floorplan Partner (4 Available)

Partner Sponsorship Benefits:

- ▶ Custom benefit for each opportunity.
- ▶ One free half page ad in CheeseCon Official Program.
- ▶ Sponsor color logo on event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Silver Sponsorship (\$6,500)

Exclusive Silver Sponsorship Opportunities:

- ▶ Lanyards*
- ▶ Cheese Samples on Tabletop Exhibit Floor*
- ▶ Championship Cheese Cooler Display*
- ▶ Event Mobile App*
- ▶ Wednesday Coffee & Water on Exhibit Floor*
- ▶ USCCC Awards Photo Sponsor*
- ▶ Tuesday Young Professionals Event
- ▶ Seminar Q&A Sponsor

Silver Sponsorship Benefits:

- ▶ Custom benefit for each exclusive opportunity.
- ▶ One free half page ad in CheeseCon Official Program.
- ▶ Sponsor color logo on event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Contributor Sponsorship (\$1,500)

Contributor Sponsorship Opportunity:

- ▶ Contributing Sponsor to CheeseCon

Contributor Sponsorship Benefits:

- ▶ One free quarter page advertisement in CheeseCon Official Program.
- ▶ Sponsor color logo (small) on event website, in the Official Program.
- ▶ Sponsor color logo in Sponsor Section of event mobile app.
- ▶ Full color logo on signage at event.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

United States Championship Cheese Contest

New this year we are offering sponsorship opportunities during the United States Championship Cheese Contest event!



United States Championship Cheese Contest Sponsorship Opportunities

Promote your company at the nation's premier dairy product contest!

Sponsorship is available from October 1, 2024 until January 16, 2025 at [WisCheeseMakers.org](https://www.wischeesemakers.org).

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org.

Silver Contest Sponsorship (\$6,500)

Exclusive Silver Sponsorship Opportunities:

- ▶ Judge and Volunteer Continental Breakfasts during United States Championship Cheese Contest
- ▶ Judge and Volunteer Lunch: Tuesday, March 4
- ▶ Judge and Volunteer Lunch: Wednesday, March 5
- ▶ Judge Dinner: Monday, March 3
- ▶ Judge Dinner: Tuesday, March 4
- ▶ Judge Dinner: Wednesday, March 5
- ▶ Contest Event Technology during United States Championship Cheese Contest
- ▶ Judge Transportation during United States Championship Cheese Contest

Silver Contest Sponsorship Benefits:

- ▶ Company logo in United States Championship Cheese Contest printed materials.
- ▶ Company logo on prominent event sponsor signage at the United States Championship Cheese Contest.
- ▶ Company logo on every page of the United States Championship Cheese Contest website.
- ▶ Company logo on sponsorship page of the United States Championship Cheese Contest website.
- ▶ Company logo in United States Championship Cheese Contest print advertisements.

Silver Contest Sponsorship Benefits Cont:

- ▶ Company logo within winner announcement email.
- ▶ Company logo within winner announcement video.
- ▶ Company logo in United States Champions Awards Banquet dinner program booklet.
- ▶ One free half page ad in CheeseCon Official Program.
- ▶ Sponsor color logo on CheeseCon event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of CheeseCon mobile app.
- ▶ Full color logo on signage at CheeseCon.
- ▶ Sponsor tabletop sign in CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Additional United States Championship Cheese Contest Sponsorship Opportunities available on the next page



Partner Contest Sponsorship (\$4,500)

Partner Sponsorship Opportunities:

- ▶ Contest Sample Partner (2 Available)
- ▶ Consumer Demonstration Partner (2 Available)
- ▶ Volunteer Appreciation Event Partner (3 Available)

Partner Contest Sponsorship Benefits:

- ▶ Custom benefit for each opportunity at the United States Championship Cheese Contest event.
- ▶ Company logo on event sponsor signage at the United States Championship Cheese Contest.
- ▶ Company logo on sponsorship page of United States Championship Cheese Contest website.
- ▶ One free half page ad in CheeseCon Official Program.
- ▶ Sponsor color logo on CheeseCon event website and in the Official Program.
- ▶ Sponsor color logo in Sponsor Section of CheeseCon mobile app.
- ▶ Sponsor tabletop sign for CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2025 CheeseCon with rights to use the CheeseCon logo in all program related material.

Contributor Contest Sponsorship (\$1,500)

Contributor Sponsorship Opportunity:

- ▶ Contributing Sponsor to United States Championship Cheese Contest

Contributor Contest Sponsorship Benefits:

- ▶ Company logo on event sponsor signage at the United States Championship Cheese Contest.
- ▶ Company logo on sponsorship page of United States Championship Cheese Contest website.
- ▶ One free quarter page advertisement in CheeseCon Official Program.
- ▶ Sponsor color logo (small) on CheeseCon website and in the Official Program.
- ▶ Sponsor color logo in Sponsor Section of CheeseCon mobile app.
- ▶ Sponsor tabletop sign for your CheeseCon booth.
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CHEESECON

2025 Advertising Opportunities

Premium Ad Space Placement

- ▶ **Back Cover*** \$5,450
- ▶ **Inside Front Cover*** \$2,850
- ▶ **Inside Back Cover*** \$1,800

Interior Page Ad Space Placement

- ▶ **Full Page Ad (Full Bleed or Island)** \$1,450
Ad size: 7.25" x 10"
- ▶ **Half Page (Horizontal)** \$800
Ad size: 7.125" x 5"
- ▶ **Quarter Page (Vertical)** \$450
Ad size: 3.45" x 5"

Complimentary Sponsor Ad Upgrades

Opportunity to upgrade an advertisement received with a purchased sponsorship.

- ▶ **Upgrade Half Page to Full Page** \$650
- ▶ **Upgrade Quarter Page to Half Page** \$350
- ▶ **Upgrade Quarter Page to Full Page** \$1,000

Artwork Due Date

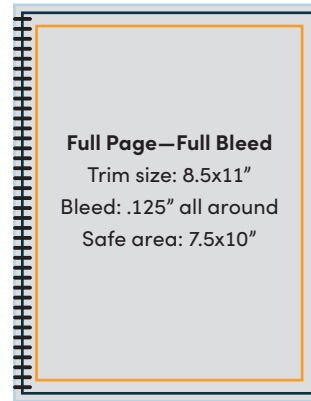
Electronic files requested by January 28, 2025
E-mail ad file to events@wischeesemakers.org

Advertising Opportunities

The 2025 CheeseCon Official Program will be a spiral-bound, letter-sized (8.5 x 11 inches) full color booklet.

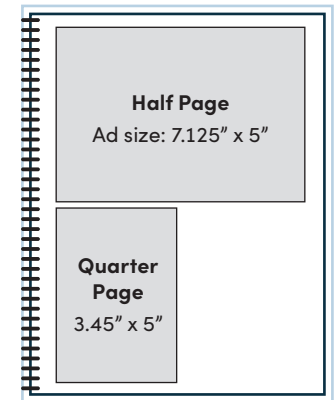
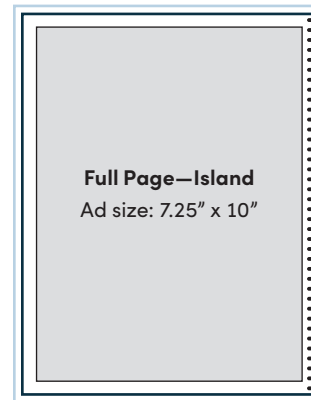
Ads must be submitted as PDF documents at 300 dpi (see diagrams below).

Don't miss your chance to advertise!



— Trim Size
— Bleed Size
— Safe Area

- ▶ Don't place any sensitive content outside safe area to avoid having important information cut off
- ▶ A thin keyline will be added around all island (i.e. non-full bleed) ads
- ▶ Please note the spiral bound will be on either side



Advertisements are available from
October 1, 2024 until January 16, 2025
at [CheeseCon.org](https://www.CheeseCon.org).

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