

CHEESECON SPONSORSHIP OPPORTUNITIES

Promote your company at the world's premier cheese, butter & whey industry event!
Sponsorship available until January 24, 2023 at [CheeseCon.org](https://www.cheesecon.org).

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org or 608-673-5544.

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 2023 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 2023 CheeseCon with rights to use the CheeseCon logo in all program related material.

*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 2023 CheeseCon with rights to use the CheeseCon logo in all program related material.

Silver Sponsorship (\$6,250)

Exclusive Silver Sponsorship Opportunities:

- ▶ Lanyards*
- ▶ Cheese Samples on Tabletop Exhibit Floor*
- ▶ Championship Cheese Cooler Display*
- ▶ Event Mobile App*
- ▶ CDR Tour Bus*
- ▶ Wednesday Coffee & Water on Exhibit Floor*
- ▶ Job Fair Head Shots
- ▶ Young Professionals Event

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 2023 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
- ▶ Attendee Parking Partner
- ▶ Collegiate Dairy Products Evaluation Contest Partner

Partner Sponsorship Benefits:

- ▶ 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 2023 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 2023 CheeseCon with rights to use the CheeseCon logo in all program related material.

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US CHAMPIONSHIP CHEESE CONTEST SPONSORSHIP OPPORTUNITIES

Promote your company at the nation's premier technical cheese,
butter & yogurt competition!

Sponsorship available until January 24, 2023 at [WisCheeseMakers.org](https://www.WisCheeseMakers.org).

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org or 608-673-5544.

Contest Partner (\$6,250)

Partner Sponsorship Opportunity:

- ▶ Partner Sponsor to US Championship Cheese Contest

Contest Partner Sponsorship Benefits:

- ▶ Company logo in US Championship Cheese Contest printed materials.
- ▶ Company logo on prominent event sponsor signage at the US Championship Cheese Contest.
- ▶ Company logo on every page of the US Championship Cheese Contest website.
- ▶ Company logo on sponsorship page of the US Championship Cheese Contest website.
- ▶ Company logo in US Championship Cheese Contest media advertisements.
- ▶ Company logo in US 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 2023 CheeseCon with rights to use the CheeseCon logo in all program related material.

Contest Contributor (\$1,500)

Contributor Sponsorship Opportunity:

- ▶ Contributing Sponsor to US Championship Cheese Contest

Contest Contributor Sponsorship Benefits:

- ▶ Company logo on event sponsor signage at the US Championship Cheese Contest.
- ▶ Company logo on sponsorship page of US Championship Cheese Contest website.
- ▶ One free quarter page advertisement in CheeseCon Official Program.
- ▶ Sponsor color logo (small) on CheeseCon website, in the Official Program.
- ▶ Sponsor color logo in Sponsor Section of CheeseCon mobile app.
- ▶ Full color logo on signage at CheeseCon.
- ▶ Sponsor tabletop sign for your CheeseCon booth.
- ▶ Sponsor identified as Official Sponsor of the 2023 CheeseCon with rights to use the CheeseCon logo in all program related material.



ADVERTISING OPPORTUNITIES

The 2023 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!

Premium Ad Space Placement

- ▶ **Back Cover*** \$5,450
- ▶ **Inside Front Cover*** \$2,850
- ▶ **Inside Back Cover*** \$1,800
 Trim size: 8.5" x 11"
 Bleed: .125" all around
 Safe area: 7.5" x 10"

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"

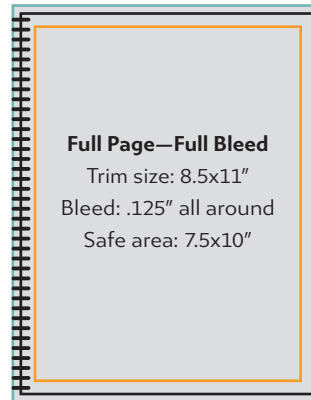
Complimentary Sponsor Ad Upgrades

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

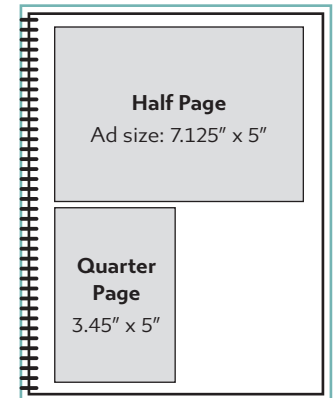
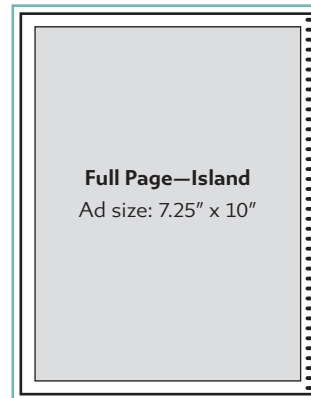
Artwork Due Date

Electronic files requested by **February 7, 2023**

E-mail ad file to Caitlin Peirick at
 cpeirick@wischeesemakers.org



- ▶ 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 available until January 24, 2023
 at [CheeseCon.org](https://www.cheesecon.org).