

CHEESEEXPO SPONSORSHIP OPPORTUNITIES

Promote your company at the World's Largest Cheese and Whey Industry Processing Expo! Sponsorship is available from September 20, 2023 until January 23, 2024 at CheeseExpo.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 CheeseExpo registration area.
- ▶ Two free full page ads in CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo 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 CheeseExpo registration area.
- ▶ One free full page ad in CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

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 CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor may provide promotional items at sponsored event.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo 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 CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

Silver Sponsorship (\$6,500)

Exclusive Silver Sponsorship Opportunities:

- ▶ Lanyards*
- ▶ Cheese Samples on Exhibit Floor*
- ▶ Championship Cheese Cooler Display*
- ▶ Event Mobile App*
- ▶ Wednesday Coffee & Water on Exhibit Floor*
- ▶ Thursday Coffee & Water on Exhibit Floor
- ▶ Young Professionals Event*

Silver Sponsorship Benefits:

- ▶ Custom benefit for each exclusive opportunity.
- ▶ One free half page ad in CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

Contributor Sponsorship (\$1,500)

Contributor Sponsorship Opportunity:

- ▶ Contributing Sponsor to CheeseExpo

Contributor Sponsorship Benefits:

- ▶ One free quarter page advertisement in CheeseExpo 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 CheeseExpo booth.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

WORLD CHAMPIONSHIP CHEESE CONTEST SPONSORSHIP OPPORTUNITIES

Promote your company at the World Championship Cheese Contest!
Sponsorship is available from September 20, 2023 until January 23, 2024 at
WisCheeseMakers.org.

Questions? Contact Caitlin Peirick at cpeirick@wischeesemakers.org

Silver Contest Sponsorship (\$6,500)

Silver Sponsorship Opportunity:

- ▶ Silver Sponsor to World Championship Cheese Contest

Silver Contest Sponsorship Benefits:

- ▶ Company logo in World Championship Cheese Contest printed materials.
- ▶ Company logo on prominent event sponsor signage at the World Championship Cheese Contest.
- ▶ Company logo on every page of the World Championship Cheese Contest website.
- ▶ Company logo on sponsorship page of the World Championship Cheese Contest website.
- ▶ Company logo in World Championship Cheese Contest media advertisements.
- ▶ Company logo within winner announcement email.
- ▶ Company logo within winner announcement video.
- ▶ Company logo in World Champions Awards Banquet dinner program booklet.
- ▶ One free half page ad in CheeseExpo Official Program.
- ▶ Sponsor color logo on CheeseExpo event website, in the Official Program and in event printed materials.
- ▶ Sponsor color logo in Sponsor Section of CheeseExpo mobile app.
- ▶ Full color logo on signage at CheeseExpo.
- ▶ Sponsor tabletop sign in CheeseExpo booth.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.

Contributor Contest Sponsorship (\$1,500)

Contributor Sponsorship Opportunity:

- ▶ Contributing Sponsor to World Championship Cheese Contest

Contributor Contest Sponsorship Benefits:

- ▶ Company logo on event sponsor signage at the World Championship Cheese Contest.
- ▶ Company logo on sponsorship page of World Championship Cheese Contest website.
- ▶ One free quarter page advertisement in CheeseExpo Official Program.
- ▶ Sponsor color logo (small) on CheeseExpo website, in the Official Program.
- ▶ Sponsor color logo in Sponsor Section of CheeseExpo mobile app.
- ▶ Full color logo on signage at CheeseExpo.
- ▶ Sponsor tabletop sign for your CheeseExpo booth.
- ▶ Sponsor identified as Official Sponsor of the 2024 CheeseExpo with rights to use the CheeseExpo logo in all program related material.



ADVERTISING OPPORTUNITIES

The 2024 CheeseExpo 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

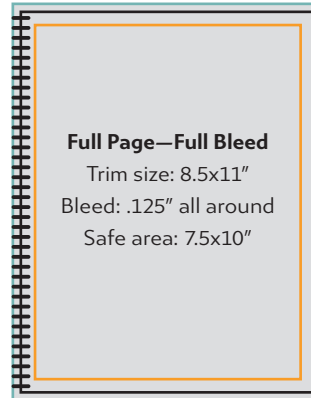
Opportunity to upgrade an advertisement received with a purchased sponsorship.

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

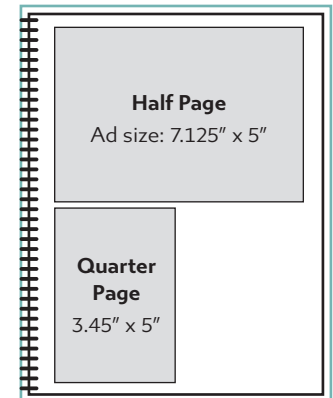
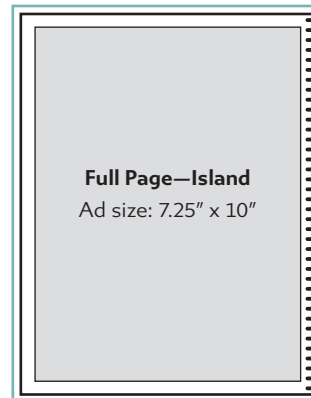
Artwork Due Date

Electronic files requested by February 7, 2024

E-mail ad file to WCMA's Events Team at events@wischeesemaekrs.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 are available from September 20, 2023 until January 23, 2024 at CheeseExpo.org.