



Mid-Atlantic Cake Show and Wedding Cake Competition

Sponsorship Levels and Benefits

PLATINUM LEVEL

\$2,000 and up

* 2 free vendor tables * "Sponsored by" designation on a Grand Prize award * Sponsorship signage and recognition in sponsorship section of the show program * Company logo and home page link on the MACS web site * Company logo prominently featured in video slideshow projected throughout the weekend between demonstrations.

GOLD LEVEL

\$1,000 and up

* 2 free vendor tables * "Sponsored by" designation on a Best of Division award * Sponsorship signage and recognition in sponsorship section of the show program * Company logo and home page link on the MACS web site * Company logo prominently featured in video slideshow projected throughout the weekend between demonstrations.

SILVER LEVEL

\$500 and up

* 1 free vendor table * Sponsorship signage and recognition in sponsorship section of the show program * Company logo and home page link on the MACS web site * Company logo in video slideshow projected throughout the weekend between demonstrations.

BRONZE LEVEL

\$250 and up

* 1 free vendor table * Sponsorship signage and recognition in sponsorship section of the show program * Company logo and home page link on the MACS web site * Company logo in video slideshow projected throughout the weekend between demonstrations.

HOSPITALITY LEVEL

Promotional items donated in quantities of 200

* Sponsorship signage and recognition in sponsorship section of the show program * Company logo (in montage) in video slideshow projected throughout the weekend between demonstrations.

DONOR LEVEL

Prizes used for Decorator Drawing

* Sponsorship signage and recognition in sponsorship section of the show program * Company logo (in montage) in video slideshow projected throughout the weekend between demonstrations.

Designated Sponsorship Opportunities

DEMONSTRATION AREA

Platinum Level (\$2,000 +)

The Mid-Atlantic Cake Show features two (2) demonstration areas. The sponsor will receive platinum level benefits and has the option of naming one of the demonstration areas in lieu of the “sponsored by” credit for a major prize. This is a great opportunity for company visibility as all signage in and referring to the demonstration area will feature the company logo.

WRISTBANDS

Platinum Level (\$2,000 +)

Each entrant and public attendee will be issued a wristband that must be worn at all times when in attendance, assuring high visibility of the sponsor’s brand. The sponsor will receive platinum level benefits and has the option of placing a company logo on wristbands in lieu of the “sponsored by” credit for a major prize.

CLASSROOM

Gold Level (\$1,000 +)

The Mid-Atlantic Cake Show features four (4) classrooms where world-renowned instructors offer classes throughout the event. The sponsor will receive gold level benefits and has the option to naming one of the classrooms in lieu of the “sponsored by” credit for a divisional prize. All signage in and referring to the classroom will feature the company logo.

LIVE COMPETITION

Silver Level (\$500 +)

The Mid-Atlantic Cake Show features live, timed competitions for the entertainment of entrants and public attendees. Nationally known cake and sugar artists will compete by completing a decorated cake using only the products provided. Signage and promotional material, including the MACS website, will feature the sponsor’s logo and a “sponsored by” credit. The sponsor will receive silver level benefits.

YOUTH ACTIVITIES

Silver Level (\$500 +)

The Mid-Atlantic Cake Show features free activities to introduce youths (age 6-18) to cake decorating and sugar art. Signage and promotional material, including the MACS website, will feature the sponsor’s logo and a “sponsored by” credit. The sponsor will receive silver level benefits.

Monetary Donations

The Mid-Atlantic Cake Show and Wedding Cake Competition is sponsored by the Maryland and Virginia Chapters of The International Cake Exploration Societe (ICES). ICES is a “not-for-profit” 501(c)(6) association that focuses on education and sharing the creative possibilities of sugar. MACS is the pre-eminent showcase and competition in the sugar arts east of the Mississippi River, and has gained national attention since its inception in 2006. The expense to produce a quality show increases every year. Many volunteer hours have been donated in order to share the beauty and this educational opportunity with the ICES membership and the public. The MACS Committee gratefully accepts any size monetary donation. Your support will receive applicable sponsorship level benefits, print recognition, and sincere appreciation.