



CONNECTICUT CAKE COMPETITION & LIVE CAKE CHALLENGE

FEBRUARY 18 & 19, 2012

CONNECTICUT CONVENTION CENTER, HARTFORD, CT

SHOW THEME: "THE GREAT OUTDOORS"

Dear

Plans for our 2012 CT Cake Competition and Live Challenge are underway. Our last event brought a very large "freshman class" to the cake decorating world, as well as increased participation by vendors/sponsors. The sugar arts continue to grow in Connecticut with a larger interest in student participation, and a continued increase in general public attendance.

We are now registering vendors and sponsors for our 2012 Cake Competition and Challenge. Our event continues to include hands-on classes and more general viewing demonstrations. With over 150 displays in 2011, a larger cake salon and vendor area is set for 2012. This increases opportunities for you to present those time tested and new products to our attendees. Please respond quickly to guarantee your participation. Return the completed application (attached) or register online.

Sponsorships are available on different levels, each offering additional advertising. Information is enclosed for this opportunity for your company.

A great way to advertise and introduce your products to consumers is through product samples and coupons, as well as event gifts. If you have any samples, trial products or coupons, as well as flyers or other promotional items, that you would like us to include in our attendee registration bags, please send them to the address listed below. We hope you will also consider donating a door prize for our competitors, which can be sent to the same address. Items should arrive at our location no later than February 1st.

We thank you for making the CT Cake Competition and Live Challenge such a great success.

KATHY FARNER

KATHY'S CAKES & MORE

142 GROVE STREET, PUTNAM, CT 06260

860-786-8817

BETH LEE SPINNER

DESIGNER CAKES BAKERY

12 TIMBER TRAIL, COLUMBIA, CT 06237

860-617-3989

WWW.CTCAKECOMPETITION.COM

~ SPONSORSHIP CAKE TIERS ~

PETIT FOUR LEVEL: FRIENDS OF THE SUGAR ARTS ~ \$50

*One line listing of Personal or Business Name in show program.
One (1) complimentary pass to Cake Salon and Vendors.*

CUPCAKE LEVEL ~ \$100

*Three line listing of Personal or Business Name in show program.
Two (2) complimentary passes to Cake Salon and Vendors.*

SHEET CAKE LEVEL ~ \$250

*¼ page Business Card Ad or Personal Message in Show Program
Two complimentary passes to Cake Salon and Vendors
One (1) Vendor Table **OR** Two (2) Complimentary Passes to Live Cake Challenge
Link to Business Website from event website*

NOVELTY CAKE LEVEL ~ \$500

*¼ page Business Card Ad or Personal Message in Show Program
Two (2) complimentary passes to Cake Salon and Vendors
Free Vendor space of one (1) table
Two (2) Complimentary Passes to the Live Cake Challenge
Link to Business Website from event website*

WEDDING CAKE LEVEL ~ \$1,000

*Half Page Business ad or Personal Message in Show Program
Four (4) Complimentary Passes to Cake Salon and Vendors
Free Vendor space of two (2) tables
One Professional display business sign for vendor area
Two (2) Complimentary Front Row Passes to the Live Cake Challenge
Link to Business Website from event website*

SILVER ANNIVERSARY CAKE LEVEL ~ \$2,000

*Full Page Business ad or Personal Message in Show Program
Six (6) Complimentary Passes to Cake Salon and Vendors
Free Vendor space of three (3) tables
One Professional display business sign for vendor area
Three (3) Complimentary Front Row Passes to the Live Cake Challenge
Link to Business Website from event website*

GOLDEN ANNIVERSARY CAKE LEVEL ~ \$3,000

*Full Page Business ad or Personal Message in Show Program
Six (6) Complimentary Passes to Cake Salon and Vendors
Free Vendor space of three (3) tables
One vertical banner displayed at Cake Salon entrance
One Professional display business sign for vendor area
Six (6) Complimentary Front Row Passes to the Live Cake Challenge
Link to Business Website from event website*

*~Event Directors reserve the right to refuse any ads or messages deemed in poor taste.
~All sponsorships will be listed at the event for public viewing and on our event website.*

Connecticut Cake Competition & Challenge ~ 2012 Sponsorship/Vendor Registration ~

NAME: _____

BUSINESS NAME: _____

ADDRESS: _____

CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ CELL: _____

EMAIL: _____

PLEASE
CHECK

Petit Four Level: Friends of the Sugar Arts ----- \$ 50.00

One line listing as: _____

Cupcake Level ----- \$ 100.00

Three line listing as: _____

Sheet Cake Level ----- \$ 250.00

Attach Business Card, card sized Ad or Personal Message.

Novelty Cake Level ----- \$ 500.00

Attach 1/4 Page Business ad or Personal Message

Wedding Cake Level ----- \$1,000.00

Attach Half Page Business ad or Personal Message

Silver Anniversary Cake Level ----- \$2,000.00

Attach Full Page Business ad or Personal Message

Golden Anniversary Cake Level ----- \$3,000.00

Attach Full Page Business ad or Personal Message

Sponsors Sub-Total (also list on page 4): \$ _____


continued...

Vendor Table Reservations:

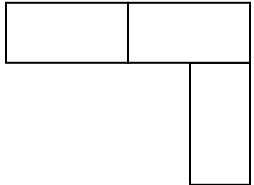
ALL VENDORS ARE ASKED TO PLEASE DONATE A DOOR PRIZE FOR OUR SPECIAL DRAWINGS FOR COMPETITORS. THANK YOU.

CHECK CONFIGURATION OPTION:

SINGLE

L-DOUBLE 

DOUBLE

TRIPLE - CORNER 

TRIPLE

PER TABLE FEES: SATURDAY ~ NUMBER OF TABLES = ____ @ \$85.00 = \$ ____

SUNDAY ~ NUMBER OF TABLES = ____ @ \$85.00 = \$ ____

TWO DAY ~ DISCOUNTED RATES: (WITH A DONATED DOOR PRIZE) ~

____ TABLES X 2 DAYS = ____ @ \$75.00 = \$ ____

Vendor Table Sub-Total: \$ _____

Sponsors Sub-Total (from pg. 3): \$ _____

Total Payment: \$ _____

(CHECK PAYMENT METHOD)

Cash Check (# _____)

Credit Card: VISA Master Card

Name on Card: _____

Card #: _____

Expiration: _____ Security Code: _____ (3 digit # on back)
Required

Credit Cards will be processed through PayPal.

Credit Card Payments may be Mailed or Faxed to 860.986.6316.

Make checks payable to: Designer Cakes (No Personal Checks After February 5th, 2012)

Mail Registration Form with Payment to: CT Cake Competition & Challenge, 142 Grove St., Putnam, CT 06260-2114