

WORLD CHAMPIONSHIP

CHEESE



CONTEST

MARCH 3-5

2026

Silver Contest Sponsorship - \$7,000

EXCLUSIVE SILVER SPONSORSHIP OPPORTUNITIES:

Judge and Volunteer Continental Breakfasts

- Signage at breakfast each day.
- Sponsor mentioned during morning presentation.

Judge and Volunteer Lunch: Tuesday

- Signage at lunch area.

Judge and Volunteer Lunch: Wednesday **SOLD**

- Signage at lunch area.

Contest Event Technology **SOLD**

- Signage at each judging table.

Contest Attendee Sample Areas **SOLD**

- Signage at each sample area.

Contest Digital LED Poster Display

- Logo on LED Poster Display located at event door entrance.
- 20 second sponsor video showing rotating between event schedule on poster display. Video provided by sponsor.

Contest B-Team Hats **SOLD**

- Sponsor logo embroidered on back of B-Team volunteer hat.

SILVER CONTEST SPONSORSHIP BENEFITS:

World Championship Cheese Contest Focused Benefits:

- Company logo in World Championship Cheese Contest Entry Kit.
- 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 print advertisements.
- Company logo within winner announcement email.
- Company logo within winner announcement video.
- Company logo in World Champions Awards Banquet dinner program booklet.

CheeseExpo Focused Benefits:

- One free half-page ad in 2026 CheeseExpo Official Program.
- Sponsor color logo on 2026 CheeseExpo event website, in the Official Program and in event printed materials.
- Sponsor color logo in Sponsor Section of 2026 CheeseExpo mobile app.
- Full color logo on signage at 2026 CheeseExpo.
- Sponsor tabletop sign for 2026 CheeseExpo booth, if applicable.

Sponsorship Deadline: January 15, 2026
[View Sponsorship Information Online](#)

Partner Contest Sponsorship - \$5,000

PARTNER SPONSORSHIP OPPORTUNITIES:

Volunteer Appreciation Event Partner (2 Available)

- Signage at Volunteer Appreciation Events which take place Tuesday and Wednesday post judging.

Consumer Demonstration Partner (1 Remaining)

- Signage at demonstration area.
- Mention during each scheduled demonstration.

PARTNER SPONSORSHIP BENEFITS:

World Championship Cheese Contest Focused Benefits:

- Company logo on event sponsor signage at the World Championship Cheese Contest.
- Company logo on sponsorship page of World Championship Cheese Contest website.
- Company logo in World Champions Awards Banquet dinner program booklet.

CheeseExpo Focused Benefits:

- One free half-page ad in 2026 CheeseExpo Official Program.
- Sponsor color logo on 2026 CheeseExpo event website and in the Official Program.
- Sponsor color logo in Sponsor Section of 2026 CheeseExpo mobile app.
- Sponsor tabletop sign for 2026 CheeseExpo booth, if applicable.

Contributor Contest Sponsorship - \$1,500

CONTRIBUTOR SPONSORSHIP OPPORTUNITY:

Contributing Sponsor to World Championship Cheese Contest

CONTRIBUTOR CONTEST SPONSORSHIP BENEFITS:

World Championship Cheese Contest Focused Benefits:

- Company name listed on event sponsor signage at the World Championship Cheese Contest.
- Company name listed on sponsorship page of World Championship Cheese Contest website.
- Company name listed in World Champions Awards Banquet dinner program booklet.

CheeseExpo Focused Benefits:

- One free quarter-page advertisement in 2026 CheeseExpo Official Program.
- Company name listed on 2026 CheeseExpo website and in the Official Program.
- Company name listed in Sponsor Section of CheeseExpo mobile app.
- Sponsor tabletop sign for your 2026 CheeseExpo booth, if applicable.



Questions? Contact us at
contest@wischeesemakers.org.

WORLD
CHAMPIONSHIP
CHEESE CONTEST

