



## AMERICAN PIE COUNCIL National Pie Championships Sponsorship Opportunities

### **Our Mission**

**The American Pie Council® (APC) is the only organization committed to preserving America's pie heritage and promoting American's love affair with pies. Designed to raise awareness, enjoyment and consumption of pies, the APC offers amateur, professional and commercial memberships.**

### **Event Overviews**

*The National Pie Championships and the Pie Learning Center offer an opportunity to showcase your product or service to commercial, professional and amateur pie makers, depending on which day(s) you choose to participate. This is a superior networking and educational opportunity.*

### **National Pie Championships**

Commercial, professional chefs and amateur pie makers from the United States and Canada have been competing at the National Pie Championships since 1995. The APC has created a standard of quality in pie making on all levels. We have a well-established record in the pie judging field for commercial, professional and amateur bakers alike. In past years, the APC judging team has reviewed almost 1000 pies each year and the competition continues to grow. Our commercial members have shown that winning an APC award can substantially increase pie sales and market share in that category and the competition gets tougher each year. The 2019 National Pie Championships will take place on April 11-13, 2019, at the Renaissance Orlando Sea World, Orlando, FL

### **The Pie Learning Center**

The Pie Learning Center includes a series of presentations by Industry Experts designed to improve the quality of product in the marketplace. Held on the Friday after pie registration for the National Pie Championships, sessions target the commercial and retail pie bakers. On Saturday after pie registration for the Amateur and Professional Divisions of the National Pie Championships, baking demos will be offered featuring our sponsor products and other topics to ensure the continuation of the art of pie making. The public is invited to the Saturday session as well.

We invite your company to offer an expert speaker(s), host an exhibit table to distribute your information, sample your products and/or to work with us to customize something unique to reach your particular audience during these interactive events.

### **Media Overview**

These events have been extensively covered by many media outlets. The combined media impressions have been well over 600 million since the start, including coverage by CBS Sunday Morning, Today Show, CBS This Morning, Weather Channel, Yahoo's Shine, the Daily Buzz and many national publications, including Simple magazine, Woman's Day, Boston Globe, Miami Herald, Spirit Magazine,

Food Network Magazine, Garden & Gun and USA Today. In addition to traditional media, social media enthusiasts and bloggers find the event to be ripe with opportunities. The visuals are many, as are interview opportunities and pertinent information and fun facts to create interesting and noteworthy blogs and social media posts. In addition, all of our participants and sponsors are provided an event hashtag and encouraged to share the event on social media and among each other for exponential exposure.

### National Pie Championships On-Site Opportunities

The American Pie Council offers a multitude of targeted opportunities. These include sponsoring the National Pie Championships and/or the Pie Learning Center, supporting our video broadcast, or product placements in the Pie Learning Center Room and Stage. Your company could have unprecedented exposure to the pie industry as well as the amateur and professional baking community and the general public, providing your brand with the targeted audience it desires. Whether or not your company is in the pie industry or other industry, these events offer enormous opportunities to reach your valued customer.

#### **Sponsorship Overview**

National Pie Championships Title Sponsor \$ 25,000

Ensure your brand is front and center as the title sponsor of our worldwide event!

Pie Learning Center Title Sponsor \$ 10,000

The perfect on-site opportunity to engage with attendees at our popular learning center.

Upper Crust Sponsors \$ 9,000

Sponsor a flavor category among all three of our divisions – Commercial, Professional and Amateur.

Double Crust Sponsors \$ 7,500

Double your exposure by sponsoring one flavor category in two of our three divisions.

Single Crust Sponsors \$ 5,000

Highly targeted audience? Then the single crust, one division/one flavor category is for you.

Slice of Life Sponsor \$ TBD

Enjoy a customized slice of our event with a sponsorship uniquely crafted for your brand!

#### **National Pie Championships Title Sponsor**

**\$25,000**

As the title sponsor of the APC National Pie Championships, your company's name will be uniquely tied to our worldwide event, providing incredible exposure to pie enthusiasts and the media. Title sponsor benefits include:

*Name in Event Title* – Your company's name in the name of the event. The APC includes the proper event name in all advertising, public relations and social media.

*Category Exclusivity* – We are able to offer our title sponsor category exclusivity, thereby eliminating category competition. This allows your brand free reign to leverage all aspects of our championships, knowing your competitors will be excluded from this opportunity.

*Marketing and Public Relations* – A public relations campaign to launch the title sponsorship designation.

- Title announcement press release. Our public relations firm will work with you closely to maintain a unified message.
- Inclusion in all event press releases and on-going media outreach. This would include your company's name included as the title sponsor, as well as a boilerplate information about your company (provided by you) at the end of each release.

*Social Media* – Your company's name would be included in multiple social media posts related to the event. These would include:

- Announcement social media post.
- Development of a special promotion tying in your company/brand.
- On-going social media posts to include a minimum of one per week specifically referencing your company's brand. These posts would tag your company.
- Inclusion in multiple pre-, post- and on-site event social media posts and interactions.
- Company name included in at least six paid event social media posts leading up to the event.
- Option to purchase ads on the APC website, Pie Times e-newsletter and APC social media.

*Pie Times E-Newsletter* – This is our quarterly newsletter that is widely distributed to thousands of pie companies, bakers, manufacturers, event entrants and the general pie-loving public. You will be included in this newsletter:

- Logo Inclusion in each newsletter leading up to the event. And in one post-event newsletter announcing the winners, etc.
- Pie Tip – We welcome you to provide a pie-related tip that we can include in our newsletter.
- One ad in two of our quarterly newsletters prior to the event.

*Special Limited Edition NPC E-Newsletter* – To further share the excitement around the National Pie Championships, we issue a special edition of our Pie Times. You would be included as follows:

- Title sponsor showcase Logo inclusion.
- Two ads in the special edition newsletter.

*Access to Recipes* – Your company would receive all of the award-winning recipes from the National Pie Championships and the permission to use these recipes for your own marketing purposes.

*Access to Entry Lists* – Lists are always valuable information and never more so than our lists of entrants which range from manufacturers, professional chefs and amateur bakers.

*Pie Learning Center* – This is a wonderful opportunity to expose your company to those on-site at the event. Opportunities include:

- Featuring a spokesperson for an on-site demo(s). We can offer any or both divisions – commercial/retail baker, professional/amateur.
- Exhibiting at a booth or table with your information and/or product.
- Sampling on-site to attendees.
- Surveying those on-site. This is a targeted audience prime for surveying, which would provide input on your products and services, as well as provide stats for your company's marketing efforts.

*Logo Exposure* – Your company's logo will be featured prominently throughout event marketing and advertising, including all pre-event marketing and on-site event exposure. Here is a list of where your logo would be seen:

- APC website home page and all other pages associated with the event.
- Monthly Pie Times newsletter.
- Press releases specific to the event.
- Prominently placed on the back of hundreds of volunteer t-shirt.
- Prominently placed on all on-site event signage, including programs, judging sheets, banners, etc.

*Use of APC trademarked logo* – Your company will have the authority to use the prestigious APC logo in marketing associated with the Pie Learning Center. The APC logo signifies the authority in pie making. The APC will require prior approval to any logo usage.

*Judges* – Our 200 plus judges are entrusted with one of the most important jobs at our event – to fairly and accurately evaluate the creative and delicious pies from among our hundreds of entrants. As the event title sponsor, we would invite you to select a company employee to represent you as a pie judge. We would also invite this judge to be one of our hand-selected twenty judges to evaluate and name the Best of Show in each division!

*Volunteer Opportunities* – Without our dedicated volunteers, the show couldn't go on! There are many opportunities for volunteers to get involved prior to and during the event. Your company is invited to offer volunteer opportunities to assist you in any way.

*Product/Service Information Distribution* – The APC is happy to extend to our title sponsor the opportunity to distribute your information and/or product in various ways to guests and entrants.

- Entrant registration – Your company is welcome to provide information and/or a sample product to our entrants. The APC will include these in our entrants' much anticipated check-in welcome bags.
- Pie Learning Center – Your brand is invited to exhibit at a booth or table and provide literature and/or products to attendees taking advantage of this popular center. This is also a nice opportunity to survey attendees or possibly create a promotion to encourage them to sign up to your social media accounts.
- Winners – Our winners all love pie and will love receiving your product or service as part of their prize package.

*Winners* – As the title sponsor, you will receive special benefits related to the division winners. You will be invited to:

- On-stage Awards – The top representative from your company is invited to join APC Executive Director Linda Hoskins on-stage for photo opportunities with each of our winners in each of our three divisions. These photos are used for publicity and social media purposes and receive incredible exposure among media, winners, pie-lovers and our social media followers.
- Trophies and Certificates– Your company name will be included as the event title sponsor on each physical trophy or award presented to our winners.
- Prizes – We invite our title sponsor to contribute prizes for our winners. We are happy to work with our title sponsor on the best way to creatively and effectively showcase your brand through this prize opportunity.
- Access – Some sponsors have invited our winners on tours of their facilities, interviewed them for social media and other opportunities. You will receive a list of our winners’ names and be provided access to winners for potential marketing opportunities. We request and require that all opportunities are pre-approved by the APC.

### **Pie Learning Center Presenting Sponsor**

**\$10,000**

The Pie Learning Center Presenting Sponsor earns the rights to leverage all aspects of the National Pie Championships popular Pie Learning Center.

*Name in Event Title* – Your company’s name included in the Pie Learning Center official title as the presenting sponsor. The APC includes the proper event name in all advertising, public relations and social media.

*Category Exclusivity* – Your company will enjoy category exclusivity for your commitment to sponsor our much-loved education and information center. This affords your brand the opportunity to be the only product or service in your category to leverage the Pie Learning Center.

*Marketing and Public Relations* – A public relations campaign to launch the coveted sponsorship designation.

- Title announcement press release. Our public relations firm will work with you closely to maintain a unified message.
- Inclusion in all event press releases and on-going media outreach. This would include your company’s name included as the Pie Learning Center sponsor, as well as a boilerplate information about your company (provided by you) at the end of each release.
- Option to purchase ads on the APC website, Pie Times e-newsletter and APC social media.

*Social Media* – Your company’s name would be included in multiple social media posts related to the event. These would include:

- Announcement social media post.
- Development of a special promotion tying in your company/brand.
- On-going social media posts to include a minimum of two per month specifically referencing your company’s brand. These posts would tag your company.
- Inclusion in multiple pre-, post- and on-site event social media posts and interactions.
- Company name included in at least three paid event social media posts leading up to the event.

*Pie Times E-Newsletter* – This is our quarterly newsletter that is widely distributed to thousands of pie companies, bakers, manufacturers, event entrants and the general pie-loving public. You will be included in this newsletter:

- Logo Inclusion in each newsletter under the Pie Learning Center reference leading up to the event. And in one post-event newsletter announcing the winners, etc.
- Pie Tip – We welcome you to provide a pie-related tip that we can include in our newsletter.
- One ad in one of our quarterly newsletters prior to the event.

*Special Limited Edition NPC E-Newsletter* – To further share the excitement around the National Pie Championships, we issue several special editions of our Pie Times. You would be included as follows:

- Title sponsor showcase Logo inclusion in pre- and post-event newsletter.
- One ad in one pre- or post-event newsletter.

*Access to Recipes* – Your company would receive all of the award-winning recipes from the National Pie Championships and the permission to use these recipes for your own marketing purposes.

*Pie Learning Center* – This your unique opportunity to shine and to expose your company to those entrants and pie lovers on-site at the event. Opportunities include:

- Featuring a spokesperson for an on-site demo(s). We can offer any or all three divisions – commercial, professional and amateur.
- Exhibiting at a booth or table with your information and/or product.
- Sampling on-site to attendees.
- Surveying those on-site. This is a targeted audience prime for surveying, which would provide input on your products and services, as well as provide stats for your company's marketing efforts.
- Signing up attendees to follow your social media sites.
- Access to videos of each presentation for marketing use.

*Logo Exposure* – Your company's logo will be featured prominently throughout event marketing and advertising, including all pre-event marketing and on-site event exposure. Here is a list of where your logo would be seen:

- APC website home page and all other pages associated with the event.
- Monthly Pie Times newsletter.
- Press releases specific to the event.
- Prominently placed on the back of hundreds of volunteer t-shirt.
- Prominently placed on all on-site event signage, including programs, judging sheets, banners, etc.

*Use of APC trademarked logo* – Your company will have the authority to use the prestigious APC logo in marketing associated with the Pie Learning Center. The APC logo signifies the authority in pie making. The APC will require prior approval to any logo usage.

## Upper Crust Sponsors

**\$9,000**

Upper Crust Sponsors are invited to select from a wealth of flavor categories that will be initiated on your behalf among **all three** of our coveted divisions – Commercial, Professional and Amateur. Your name will be included in the name of the flavor category in each division and referred to as such throughout the competition. From the initial entry forms to our well-trafficked APC website and social media to our event programs, signage and other collateral. And most importantly, in all submitted recipes which are then eagerly used by media for post-event publicity throughout the year.

*Category Exclusivity* – Your brand will be the only company within your category able to sponsor your particular flavor category.

*Recipes* – The winning recipes are one of the most valuable components of your flavor category sponsorship. There are many ways to utilize these to extend the name recognition and awareness of your association with the APC.

- Your company has the right to request that your branded ingredient is used in the recipes entered in your flavor category to increase brand awareness of your product or service.
- Your company is welcome to use the recipes for marketing purposes. This can include everything from social media posts to promoting a winning recipe on the side of a product can or box. The pie-sibilities are endless!

*Press Releases and Event Marketing* –

- Press release announcing your company's sponsorship of your designated flavor category.
- Your company will be included in all press releases when your flavor category is referenced.
- Your company will receive an editorial brief in one of our Pie Times quarterly newsletters announcing your sponsorship and educating our readers about your product or service.

*Winner Photo Op* – Your company will be invited on-stage to be included in your category winners' photos along with our title sponsor and APC Executive Director Linda Hoskins. These photos are used extensively for publicity purposes and on social media.

*Winner Prize* – Your company name will be included in the category winners' gift certificate. You are also invited to contribute to the category winners' prizes in a way that is meaningful to your brand, whether that is offering product, services or crafting something unique like an exclusive tour of your facility.

*Access to Entrants and Winners* – You will be provided a list of entrants in your flavor category which will include the winners. You are invited to engage with all including winners, utilizing them in marketing per their permission and the approval of the APC.

*Pie Learning Center* – Your company will receive a 6-foot table to exhibit at The Pie Learning Center. This is an ideal opportunity to sample or distribute information, as well as to obtain contact information or encourage our attendees to follow your company on social media by initiating a promotion.

*Your Brand Logo* – Your logo will be included in all on-site materials including show program and signage.

*APC Logo* – Your company receives use of the American Pie Council trademarked logo for the purposes of advertising and market promotions.

*Judge* – Your company is invited to provide a judge for your flavor category.

*Volunteers* – Your company is encouraged to foster a sense of ownership among your employees by inviting members of your team to enjoy the event as on-site volunteers.

**Double Crust Sponsors**  
**\$7,500**

Perhaps just two of our three divisions – Commercial, Professional and Amateur – are of interest to you as a flavor category sponsor. The Double Crust Sponsorship provides the benefits of the Upper Crust sponsorship, however, for two, not three, of the divisions in one flavor category.

**Single Crust Sponsors**  
**\$5,000**

Is one of our entrant divisions – Commercial, Professional or Amateur – your coveted crowd? For Single Crust Sponsors, we offer the benefits of the Upper Crust Sponsorship as a solution to reach one targeted audience in one flavor category.

**Slice of Life Sponsors**  
**Cost – TBD (depending on the customized sponsorship)**

While we offer several sponsorships, we're aware that variety is the spice of life. We're happy to customize a sponsorship to leverage our event that is unique to your brand. Whether you want to craft a special cocktail reception for our entrants or an on-site social media promotion to encourage engagement or another creative endeavor, we're happy to dish up a slice of our event sure to exceed your expectations!

**Contact:**

To learn more about how you and your company can benefit from the American Pie Council and the APC National Pie Championships, please contact Linda Hoskins, Executive Director, American Pie Council, at [piecouncil@aol.com](mailto:piecouncil@aol.com) or 847-687-2722.