

# TOP PRIZES

## BECAUSE SWEETNESS MATTERS



### NATIONAL WINNER/GRAND PRIZE

- Full-page ad in Bake Magazine and an announcement in BakeNews
- Celebration party for staff and customers including consumer giveaways, signage, free Dawn products, and more (a \$10,000 value)
- National and local public relations support and \$1,000 for advertising
- All-expenses paid trip for two to the Dawn Innovation Studio for a private, one-day session for your bakery (a \$2,500 travel value)
- Social and digital creative to celebrate the win
- Award plaque and state title



### 2ND PLACE NATIONAL WINNER

- Celebration party for staff and customers (a \$5,000 value)
- One entry into a lottery for an all-expenses paid trip for two to the Dawn Innovation Studio for a private, one-day session for your bakery (a \$2,500 value for travel)
- Local public relations support and \$750 for advertising
- Social and digital creative to celebrate your title
- Award plaque and state title



### 3RD PLACE NATIONAL WINNER

- Celebration party for your staff and customers (a \$2,500 value)
- One entry into a lottery for an all-expenses paid trip for two to the Dawn Innovation Studio for a private, one-day session for your bakery (a \$2,500 value for travel)
- Local public relations support and \$500 for advertising
- Social and digital creative to celebrate your title
- Award plaque and state title



### STATE, D.C. & PUERTO RICO WINNERS

- Local public relations support and \$500 for advertising
- One entry into a lottery for an all-expenses paid trip for two to the Dawn Innovation Studio to work on inspirational ideas for your bakery for one day (a \$2,500 value for travel)\*
- Social and digital creative to celebrate your title
- Award plaque recognizing you as the Sweetest Bakery in your state

\*MINIMUM REQUIREMENT TO QUALIFY FOR STATE TITLE IS 1,000 VOTES

# MATERIALS

## THE TOOLS TO STAND OUT

Your complete, turnkey launch kit includes:

- Four “Vote for us” posters (18”x 24”)  
Pick and choose or rotate these posters on your door or window
- Four “Vote for us” posters (11”x 17”)  
For use at your cash register or in other areas of your bakery
- One static cling (11”x 9”)  
To be used on your bakery case or in other prominent area
- 500 “Vote for us” stickers (2”x 2”)  
For your staff to wear or to seal your bakery packages
- 500 “Vote for us” business cards  
To include in bakery packages to remind customers to vote
- 500 in-store ballots
- Ballot box



Our online toolkit includes:

- Complete “Vote for us” social graphics for Instagram, Twitter and Facebook
- Digital graphics package including: contest logo, poster creative and more
- Publicity ideas to use to engage with your local media and in-store event ideas to encourage customers to vote for your bakery
- Additional ballots for you to print on your own printer

Dawn®

EAT.  
VOTE.  
REPEAT.



SWEETEST  
BAKERY IN  
AMERICA  
Contest

2ND ANNUAL

# HOW TO SIGN UP

## EASY AS PIE

### REGISTER YOUR BAKERY

- Visit [www.SweetestBakeryinAmerica.com/register](http://www.SweetestBakeryinAmerica.com/register) to register your bakery for the promotion
- Registration runs February 1, 2018 through July 31, 2018
- A bi-weekly newsletter will be sent to those that opt in for communication and will include the overall top 10 in the country, the top five in each state and the bakeries that have achieved 1,000 votes to qualify for a state title

### PREPARE YOUR BAKERY

- Use the posters and window clings included in your launch kit to decorate your bakery
- Place your ballot box in a high traffic location
- Use the business cards provided in the launch kit to hand out to customers to remind them to vote and place them on your bakery counter
- Place the stickers provided in your launch kit on bakery packaging to remind customers to vote

# HOW TO WIN

## SPREAD THE WORD

### EARN VOTES

- Tell customers about the contest and encourage them to vote for your bakery in your bakery and online
- Visit [www.SweetestBakeryinAmerica.com/toolkit](http://www.SweetestBakeryinAmerica.com/toolkit) for social media posts to use on your channels and for publicity ideas
- Customers can vote once a day using your ballot box and once a day, per device, online from March 1 to July 31, 2018 at [www.SweetestBakeryinAmerica.com](http://www.SweetestBakeryinAmerica.com)

### TALLY THE RESULTS

- The deadline for online voting is 11:59 pm ET on July 31, 2018
- For in-store ballots, use the pre-addressed envelope provided in your launch kit or your own envelope and send ballots to:  
*IBI Data, c/o Julie Zilm, Attn: Sweetest Bakery in America Contest, 27199 State Highway 56, Brownsdale, MN 55918*
- Send in your ballots as often as you like, but all ballot envelopes must be postmarked by August 6, 2018 to be valid

# HOW SWEET IT IS

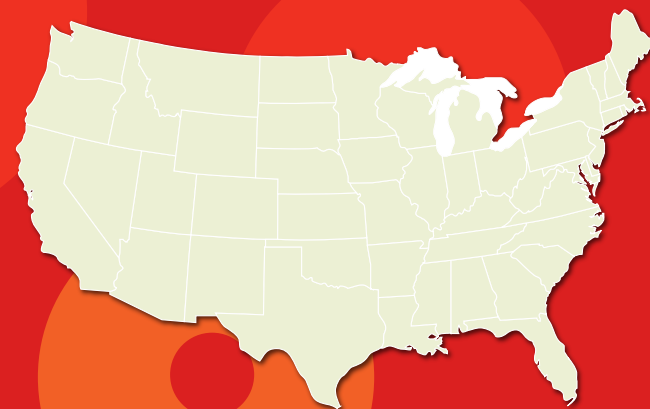
## MAKING AN IMPACT

Dawn Foods is committed to helping your bakery grow, and for the second year in a row, the Sweetest Bakery in America contest can help you increase sales, customer loyalty and promote your business in your community

### 2017 RESULTS

- Nearly 75% of participating bakeries experienced an increase in sales during the contest
- Over 1,400 bakeries from 45 states and Puerto Rico participated with nearly 600,000 consumer votes
- Many of the top-10 bakeries were small, independent retail bakeries in small towns across the country
- Top participating bakeries reported up to a 20% sales increase

“This has definitely not just boosted our sales, but I think our morale for our employees - they were really into it. This just went beyond anything we could have ever imagined!”  
- 2017 Sweetest Bakery in America Winner - Lochel's Bakery



**WINNERS IN ALL 50 STATES,  
PUERTO RICO & WASHINGTON D.C.\***

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Have questions? Need help registering?  
Or need additional materials?

Please email:  
[SweetestBakeryInAmerica@dawnfoods.com](mailto:SweetestBakeryInAmerica@dawnfoods.com)