

Coupon Program

If you are interested in participating in the coupon system this year, the requirements are outlined below.

- All cheese stand coupons must clearly label what food the coupon is intended for.
- **Coupons MUST include the 2025 logo (attached to this email) in order to be valid. Coupons without this logo will not be accepted.**
- An official copy of each of your companies coupons for this year's expo must be approved by a chair so we can verify all coupons are valid at the counter.
- All checks need to be paid in full within one month after the date on the bill or a late fee of 5% will be added each month payment is not received.
- Each company is responsible for printing their coupons and distributing them accordingly.

The pricing for all products are as follows:

Grilled Cheese \$4.00

Grilled ham and cheese \$5.00

Chocolate shake \$3.00

Hot Chocolate \$1.00

Coffee \$1.00

Orange juice \$1.00

Milk \$1.00

Please plan your number of coupons with the following consideration. This year we will be offering the following discounts:

- If you purchase \$1,000 or more worth of coupons, you will receive 5% off your total bill.

Your company will only be charged for the amount of coupons reimbursed during the week of World Dairy Expo, not the amount you originally printed. After Expo, you will receive a bill for the amount of coupons reimbursed.

If you are interested in participating in the coupon program, we ask that you complete the contract on the following page by September 1st, 2025 and send it electronically to csbreunig@wisc.edu to make this a binding contract. Additionally, please include a draft of your company's coupon using this year's logo which is attached as a PNG file to the email. If you submit the contract after this deadline, we cannot guarantee your company will be included on the sponsors poster or social media posts.

Please reach out to myself or Grace Mansell with any questions regarding coupons. We look forward to potentially working with you this year!

Sincerely,

Chloe Breunig
World Dairy Expo Cheese Stand Co-Chair
csbreunig@wisc.edu
920-476-9697

Coupon Program Contract
World Dairy Expo 2025

_____ would like to participate in the World Dairy Expo Cheese Stand coupon program. By having a representative sign and submit this contract, you agree to follow the rules outlined above. The World Dairy Expo Cheese Stand will honor this contract by giving any reductions the client is entitled to.

Signed (Company Representative)

_____ Date: _____

Please return this page electronically to csbreunig@wisc.edu by September 1st, 2025.