UW-Madison Cheese Stand
2026 Coupon Program
at World Dairy Expo

This year we will be implementing a new coupon system to allow a smoother process overall. Instead of companies creating and printing their own coupons, the Grilled Cheese Stand will be printing the coupons for you to be picked up at the start of World Dairy Expo (WDE) starting Sunday, September 27th. If you are interested in participating, please fill out page 2 of this document specifying the amount of coupons you would like to be printed. If you want to know the amount of coupons redeemed in 2025, please reach out to wdegrilledcheesestand@gmail.com. Since we will be producing and providing the coupons, **there will be a printing fee**.

The following still apply to the coupons:

- 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.
- If you would like to design your own coupon, please specify on page 2 and send the copy of your design to wdegrilledcheesestand@gmail.com by August 15th. They will be printed on business cards so your design will need to fit the 3.5” x 2” dimensions. If you design your own, you will need to include a specific assigned code on the coupon to properly redeem it at the register. If you happen to run out of coupons during the week of Expo, we will have general Cheese Stand coupons available throughout the week that we will add your specific code to.

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 turned in to the grilled cheese stand during the week of World Dairy Expo, not the amount originally printed. After WDE, you will receive a bill for the amount of coupons redeemed.

If you are interested in participating in the coupon program, we ask that you complete the contract on the following page by August 15th, 2026 and send it electronically to wdegrilledcheesestand@gmail.com to make this a binding contract. If you submit the contract after this deadline, we cannot guarantee your company will be able to participate in the coupon program. Additionally, if you would like your company logo on your coupon, you will need to send the logo to our email by August 15th as well to ensure it ends up on your coupons.

Please reach out to this email address, myself, or Chloe Breunig with any questions regarding coupons. We look forward to potentially working with you this year!

Sincerely,
Mishka Tower
2026 UW-Madison Cheese Stand Co-Chair
wdegrilledcheesestand@gmail.com

Coupon Program Contract
World Dairy Expo 2026

Please follow the following steps for this form:

1. Read the first page to understand the adjustments being made for the 2026 World Dairy Expo.
2. Fill out this page to specify the types of coupons you would like to receive as well as whether or not you will be designing your own coupon or if we are designing it for you.
3. If you selected to design your own coupon, a code will be sent to you that **must** be included on all coupons made for use at the Grilled Cheese Stand. Any coupon designs that do not have the code will not be approved for use and will not be accepted at the register.
4. If you want us to design the coupon for you, please send us your company logo to include on your company specific coupons.

_____ 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.

Type of Coupons:	Amount*
☐ Grilled Cheese ($4.00)	_____
☐ Chocolate shake ($3.00)	_____
☐ Grilled Cheese and a Chocolate Shake ($7.00)	_____

*Please email wdegrilledcheesestand@gmail.com if you'd like to know the number of your company's coupons that were redeemed in 2025. More coupons will be available throughout the week of WDE if needed.

Coupon Design:

- ☐ We will provide our own coupon design to be printed (a code will be sent to you after we receive this form)
- ☐ Please create our coupons for us

Signed (Company Representative)

_____ Date: _____

Secondary Company Representative Contact

Name: _____
Email: _____
Phone number: _____

Please return this page electronically to wdegrilledcheesestand@gmail.com by August 15th, 2026.

Any coupon from previous years will NOT be accepted or billed for during the 2026 World Dairy Expo.