



CULINARY CHALLENGE

Saturday, March 2, 2019
Hayfield Secondary School
Alexandria | Virginia

SPONSOR | EXHIBIT | ADVERTISE

Sign up today to support the National Capital Region's largest, most exciting student culinary event of the year

ABOUT THE REAL FOOD FOR KIDS CULINARY CHALLENGE

Since 2014, the Real Food for Kids' Culinary Challenge has given area students a voice in what is served in their school cafeterias.

The culinary “challenge” at the heart of this competition is the same one faced by school food professionals every day: to craft healthy and delicious menu items that conform to USDA guidelines and adhere to strict per-meal budgets.

Culinary Challenge entries are judged by a panel of students, school food professionals, chefs, and local luminaries. Alongside faculty advisors, students create recipes for breakfast, lunch, or snack. Winners in the lunch category are featured in school cafeterias across the region the following year.

Hundreds of middle and high school students from across the National Capital Region have competed in the Real Food for Kids Culinary Challenge. Along the way they have created exciting new school lunch options for thousands of area students, influenced school food professionals to embrace healthier options, and received a practical education in culinary skills and nutrition. Past participants in the Culinary Challenge have gone on to pursue higher education and professional careers in the culinary field.

AUDIENCE

The Real Food for Kids Culinary Challenge offers a unique opportunity for sponsors, exhibitors and advertisers to reach an influential audience including:

Local and regional elected officials
School administrators
Culinary professionals
Teachers
Parents
Our inspired and creative students!

This year's event will draw a **record number of participants**, including over 100 students from 5 school districts in the National Capital Region, along with an anticipated crowd of 300+ audience members. We will also reach a broader audience of Real Food for Kids supporters and the general public through promotions on email and social media, and expected coverage in traditional press outlets.

Don't miss out on the opportunity to connect with the unique audience at this exciting event!

THREE OPPORTUNITIES TO PARTICIPATE

- ❖ Exhibit
- ❖ Sponsor
- ❖ Advertise

EXHIBITOR INFORMATION



Why Exhibit?

- Interact with culinary and health-focused students exploring career paths
- Connect with visionary school nutrition directors reshaping the school food landscape
- Meet with educators seeking new and interesting resources and ideas for their classrooms
- Engage with policymakers supporting school wellness
- Increase brand awareness and build customers



New This Year

- More teams – larger space! We've expanded to two Public Tasting rooms
- Exhibitors will be co-located with our Culinary Challenge Teams in the tasting rooms. A constant flow of foot traffic to your table.
- Opportunities to sponsor a variety of event features
- Additional promotional opportunities to increase brand exposure

Exhibit Rates

Register by February 23, 2019

Corporate	\$500	Rate includes: <ul style="list-style-type: none"> • Two complimentary registrations for each 6' table space • One 6'x30" skirted table and two chairs • Company/Organization listing in event program and on event website • Please see below for additional Sponsorship and Advertising Opportunities including: <ul style="list-style-type: none"> ○ Opportunity to include branded swag product or literature in team goodie bags (150 pieces) ○ Add-on Event Program Advertising
Non-Profit	\$100	
Government	\$100	

Discounts:

One discount may be selected if applicable:

- Early Bird (by January 30) \$50
- First Time Exhibitor \$50

Register at [Eventbrite](https://www.eventbrite.com)

<http://bit.ly/2FoUzai>

SPONSORSHIP OPPORTUNITIES

Your sponsorship of the Real Food for Kids Culinary Challenge provides students with a one-of-a-kind learning and leadership opportunity, building essential world and workforce skills. At the same time, your investment will have a lasting impact on the health and wellbeing of students in our region today and for years to come.

	Culinary Challenge Event Sponsor	Tasting Room Sponsor	Prep Kitchen Sponsor	Real Food Judge Sponsor	Student Team Sponsor
Sponsorship Cost	\$5,000	\$3,000	\$1,500	\$750	\$250
Slots available	1	2	4	10	29
DESCRIPTION OF BENEFITS					
Sponsor name accompanies Culinary Challenge event name on all materials (e.g. "Real Food for Kids Culinary Challenge, sponsored by [SPONSOR NAME]"")	✓				
Signage on and around Culinary Challenge Tasting Room		✓			
Signage on and around Kitchen Prep Room			✓		
Signage on and around Judges Room				✓	
Signage on Team Tables					✓
Speaking slot at Culinary Challenge awards ceremony	✓	✓			
Serve as honorary guest judge, provide feedback to student chefs	✓	✓			
Recognition in all Culinary Challenge marketing materials, event program, and event website	Yes, including logo	Yes, including logo	Yes, including logo	Yes, including logo	Yes, text only
Mention on RFFK social media channels and email prior to event	Yes, including sponsor-crafted statements	Yes, including sponsor-crafted statements	Yes, with logo where possible	Yes, with logo where possible	Yes, text only
Advertisement in event program	"Full Page Full color"	"Half Page Full Color"	"Quarter Page Full Color"		
Name/logo featured on participant swag bags	✓	✓			
Opportunity to include branded product or literature in team swag bags (150 pieces)	✓	✓	✓	✓	✓
Sponsor-provided pop-up (free-standing) banner placement during the event	Yes, in Tasting Room and alongside awards podium	Yes, in Tasting Room and alongside awards podium	Yes, in Tasting Room		
6'x30" skirted exhibit tables and two chairs in Tasting Room	"2 with priority site preference"	"1 with priority site preference"	1	1	
Exclusive Tasting Room access passes prior to public opening	10	5	3	2	1

Exhibit Table Only	\$500	For more information or to request a custom sponsorship package, please contact Mary Porter at mporter@realfoodforkids.org or (703) 915-6608.
Non-Profit/Government Exhibitor	\$100	

ADVERTISE

Program Advertisement Rates

- Full Page Color \$200
- Half Page Color \$150
- Half Page B/W \$100
- Quarter Page B/W \$50

Swag Insert/Product

- Opportunity to include branded swag product or literature in team goodie bags (150 pieces) \$200

Culinary Challenge Schedule of Events

7:45 AM – 9:00 AM	Culinary Teams arrive and prep for judging
9:00 AM – 10:15 AM	Exhibitor Move-in Culinary Team Judging School Nutrition Directors' Tasting
10:15 AM – 11:15 AM	Culinary Teams prep for Public Tasting Exhibits open to Students, Judges, School Nutrition Directors and Special Guests
11:15 AM – 12:30 PM	Public Tasting and Exhibits
12:30 PM – 1:00 PM	Awards Presentation
1:00 PM – 1:30 PM	Culinary Teams and Exhibitor Move-out

CONTACT:

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