



## 2024 CULINARY CHALLENGE SPONSORSHIP

Now in its twelfth year, the Real Food for Kids Culinary Challenge is an opportunity for students to play a change-maker role in improving what's on the menu in their cafeterias. This five-month intensive co-curricular program between Real Food for Kids and Family and Consumer Sciences educators puts Middle and High School students in the shoes of the school nutrition professionals to create a healthy, delicious, and appealing lunch, breakfast, or snack that meets strict USDA nutrition and cost guidelines.

The Challenge culminates in a district-wide competition with a public tasting. The upcoming Culinary Challenge is being held on March 2, 2024, at Hayfield Secondary School in Alexandria, VA.

Winning dishes are adapted by school districts throughout the D.C. region and served to thousands of students. High standards of taste, presentation, and originality have inspired Real Food for Kids restaurant partners to adapt winning dishes for their own customers.

### SPONSORSHIP BENEFITS

#### MARQUEE \$20,000+

- Opportunity to include Featured Products in other Real Food for Kids programs + promotions (subject to RFFK approval & alignment with Real Food for Kids mission.)
- Announcement of Sponsorship in a planned Press Release and Media Advisory
- Mention in any subsequent News Coverage on the event (whenever possible)
- Prominent Mention in Real Food for Kids' Annual Report
- Prominent Listing on the Real Food for Kids Website's Homepage, including the sponsor's logo and link to the sponsor's website
- Premier Recognition on the Culinary Challenge page, with our gratitude and appreciation, including the sponsor's logo and link to the sponsor's website
- Premier Listing on the Culinary Challenge's Event Registration Page
- Sponsor Highlight and Ongoing Recognition on Culinary Challenge E-mail Outreach and other Digital Promotion
- Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)
- Ongoing Mention in Culinary Challenge Social Media Posts
- Re-sharing of the Sponsor's Social Media Content
- Logo on Event Stage Screen
- Sponsorship Recognition on all Event Signage, including at the reception/registration table, podium sign, and more.
- Opportunity to provide free-standing Signage or Banner for display during the event (to be supplied by Sponsor)
- Premier Listing in Event Program with our gratitude and appreciation, including the sponsor's logo
- Full-page Ad in the Event Program
- Premier Recognition during Opening Remarks at the event
- Introduction of the Celebrity Chefs Cooking Demo segment
- On-stage Speaking Opportunity during the event
- Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student teams (Sponsor is welcome to distribute product samples or literature to attendees)

## **SIGNATURE \$10,000**

- Announcement of Sponsorship in a planned Press Release and Media Advisory
- Prominent Mention in Real Food for Kids' Annual Report
- Prominent Listing on the Real Food for Kids Website's Homepage, including the sponsor's logo with link to website
- Premier Recognition on the Culinary Challenge page, with our gratitude and appreciation, including the sponsor's logo and link to the sponsor's website
- Premier Listing on the Culinary Challenge's Event Registration Page
- Sponsor Highlight and Ongoing Recognition on Culinary Challenge E-mail Outreach and other Digital Promotion
- Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)
- Ongoing Mention in Culinary Challenge Social Media Posts
- Re-sharing of Sponsor's Social Media Content
- Logo on Event Stage Screen
- Sponsorship Recognition on all Event Signage, including at the reception/registration table, podium sign, and more.
- Opportunity to provide free-standing Signage or Banner for display during the event (to be supplied by Sponsor)
- Premier Listing in Event Program with our gratitude and appreciation, including the sponsor's logo
- Half-page Ad in the Event Program
- Premier Recognition during Opening Remarks at the event
- Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student team (Sponsor is welcome to distribute product samples or literature to attendees)

## **ENTHUSIAST \$5,000**

- Mention on the Culinary Challenge Website Page, including the sponsor's logo and link to the sponsor's website
- Mention on Culinary Challenge E-mail Outreach and other Digital Promotion
- Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)
- Sponsorship Recognition on select Event Signage
- Sponsor Listing in the Event Program
- Quarter-page Ad in the Event Program
- Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student team (Sponsor is welcome to distribute product samples or literature to attendees)
- Mention in Real Food for Kids' Annual Report

## **SUPPORTER \$2,500**

- Mention on the Culinary Challenge Website Page, including the sponsor's logo and link to the sponsor's website
- Mention on Culinary Challenge E-mail Outreach and other Digital Promotion
- Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)
- Sponsorship Recognition on select Event Signage
- Sponsor Listing in the Event Program
- Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student team (Sponsor is welcome to distribute product samples or literature to attendees)

## **IN-KIND**

- Mention on the Culinary Challenge Website Page, including the sponsor's logo and link to the sponsor's website
- Mention on Culinary Challenge E-mail Outreach and other Digital Promotion
- Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)
- Opportunity to provide free-standing Signage or Banner for display during the event (to be supplied by Sponsor)
- Sponsor Listing in the Event Program
- Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student teams (Sponsor is welcome to distribute product samples or literature to attendees)

BENEFITS	MARQUEE \$20,000+	SIGNATURE \$10,000	ENTHUSIAST \$5,000	SUPPORTER \$2,500	IN-KIND
<b>PRODUCT PLACEMENT</b>					
Opportunity to include Featured Product in other Real Food for Kids programs + promotions (subject to RFFK approval)	✓				
<b>PRESS RELEASE + MORE</b>					
Announcement of Sponsorship in a planned Press Release and Media Advisory	✓	✓			
Mention in any subsequent News Coverage on the event (whenever possible)	✓				
Prominent Mention in Real Food for Kids' Annual Report	✓	✓			
Mention in Real Food for Kids' Annual Report			✓		
<b>WEBSITE</b>					
Prominent Listing on the Real Food for Kids Website's Homepage, including the sponsor's logo and link to the sponsor's website	✓	✓			
Premier Recognition on the Culinary Challenge page, with our gratitude and appreciation, including the sponsor's logo w/link to website	✓	✓			
Mention on the Culinary Challenge Website Page, including the sponsor's logo and link to the sponsor's website			✓	✓	✓
Premier Listing on the Culinary Challenge's Event Registration Page	✓	✓			
<b>DIGITAL MARKETING - including social media and email campaigns</b>					
Sponsor Highlight and Ongoing Recognition on Culinary Challenge Email Outreach and Digital Promotion	✓	✓			
Mention on Culinary Challenge Email Outreach and Digital Promotion			✓	✓	✓
Sponsor Highlight and Recognition on Social Media (including tagged content to social media pages)	✓	✓	✓	✓	✓
Ongoing Mention in Culinary Challenge Social Media Posts	✓	✓			
Re-sharing of Sponsor's Social Media Content	✓	✓			
<b>AT EVENT</b>					
Logo on Event Stage Screen	✓	✓			
Sponsorship Recognition on all Event Signage, including at the reception/registration table, podium sign, and more.	✓	✓			
Opportunity to provide free-standing Signage or Banner for display during the event (to be supplied by Sponsor)	✓	✓			
Sponsorship Recognition on select Event Signage			✓	✓	✓
Premier Listing in Event Program with our gratitude and appreciation, including the sponsor's logo	✓	✓			
Sponsor Listing in the Event Program			✓	✓	✓
Event Program Ad	full page	half page	¼ page		
Premier Recognition during Opening Remarks at the event	✓	✓			
Introduction of the Celebrity Chefs Cooking Demo segment	✓				
On-stage Speaking Opportunity during the event	✓				
Complimentary 6' x 30" skirted Exhibit Table and two chairs in Tasting Room, co-located with student teams (Sponsor is welcome to distribute product samples or literature to attendees)	✓	✓	✓	✓	✓