



**SATURDAY, MARCH 8, 2025**  
**Hayfield Secondary School**  
**Alexandria, Virginia**



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

# THE REAL FOOD FOR KIDS CULINARY CHALLENGE

Since 2012, the Real Food for Kids' Culinary Challenge has given area students a voice in what is served in their school cafeterias.



*Students from Franklin Middle School present their recipe dish to the judges.*

The “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 meet USDA guidelines and adhere to strict per-meal budgets.

Culinary Challenge entries are judged by students, school nutrition professionals, celebrity chefs, and other local luminaries. Alongside faculty advisors, students create recipes for breakfast, lunch, or snack.



*The 2024 Culinary Challenge 1<sup>st</sup> place winning dish from the team at Takoma Park Middle School*

Thousands of DC-area students have competed in the Real Food for Kids Culinary Challenge, creating innovative recipes for school cafeterias and receiving a practical education in culinary skills and nutrition that can lead to a lifetime of healthy eating habits.

**Winners in the lunch category are featured in school cafeterias across the region the following year.**

**SATURDAY, MARCH 8, 2025**

Hayfield Secondary School, Alexandria, VA

## What are the categories?

- School Lunch
- School Breakfast
- Smart Snack



The 2025 Culinary Challenge includes **22 Registered Teams** (12 for Lunch, 6 for Breakfast, and 4 for Snack) with representation from the following **DMV counties: DC, Fairfax, Loudoun, Rappahannock, Montgomery, Prince George's and Prince William.**

# AUDIENCE

The Real Food for Kids Culinary Challenge has drawn a **record number of participants**, including over 100 students from 5 school districts in the National Capital Region, along with nearly 400 audience members pre-pandemic. This year as students adjust to their new normal, we anticipate 225-250 audience members.

In addition to the actual event, the Real Food for Kids Culinary Challenge is aggressively marketed throughout the DC metro region through local DMV news outlets, community calendars, PTA networks, and participating schools' promotional efforts—as well as through our email and social media channels—reaching a wide and influential audience.

The Real Food for Kids Culinary Challenge offers a unique opportunity for you to reach an influential local audience during the event including:

- Local and regional elected officials
- School administrators
- Teachers
- Parents
- Celebrity Culinary Professionals

Each year, the Culinary Challenge has also been covered throughout the day with various television segments on ABC7, FOX and NBC4 news. The event has also been featured in The Washington Post, The Sun Gazette, Eater, Loudoun Now, and FCPS news.



**Chef Kevin Tien**

2025 CULINARY CHALLENGE EVENT CHAIR

## 2025 CULINARY CHALLENGE JUDGE LINEUP: TBA

### 2024 CULINARY CHALLENGE JUDGES INCLUDED:

- Kevin Tien | Moon Rabbit, Chef/Owner
- Julian Eckhardt | The Inn at Little Washington, Director of Culinary Operations
- Matt Adler | Caruso's Grocery and Cucina Morini Chef
- Ana Reyes | Owner, El Tamarindo
- Rahul Vinod | RASA Co-Owner
- Nura Mendez | Marriott
- Maria Kopsidas | Cookology/Metropolitan Culinary Arts Institute Founder
- Ed Lichorat | Director of Facility Management, DC Central Kitchen

### 2024 CULINARY CHALLENGE LIVE CELEBRITY CHEF DEMONSTRATIONS:

- Joon's Co-Owner/Executive Chef Chris Morgan

**This year, various opportunities to engage with the Culinary Challenge audience include sponsorship, exhibit space (starting at a minimum Community Sponsorship of \$500), and program advertising.**

# SPONSORSHIP

Support local students as they engage in this one-of-a-kind learning and leadership opportunity. Your investment will have a lasting impact on the health and well-being of students in our region today and for years to come.

Sponsorship benefits include being featured prominently on the Real Food for Kids website and Culinary Challenge event registration page, in e-mail newsletters, and across social media, and featured on television and event signage and other print material.

## 2024 Real Food for Kids Culinary Challenge Sponsors included:



# SPONSORSHIP



Sponsors are prominently featured on the Real Food for Kids website, Culinary Challenge event registration page, email newsletters, social media platforms, television segments, event signage, and other printed materials.

Most importantly, your sponsorship of the Real Food for Kids Culinary Challenge supports local students as they engage in this one-of-a-kind learning and leadership opportunity. Your investment will have a lasting impact on the health and well-being of students in our region today and for years to come.



*Silver Diner's Chef Ype Von Hengst on the 2024 Culinary Challenge awards stage*

Major sponsors receive prominent recognition and have an on-stage speaking opportunity during the event



DON'T MISS THE OPPORTUNITY TO SUPPORT OUR STUDENTS AND CONNECT WITH A UNIQUE AND INFLUENTIAL AUDIENCE.

CONTACT US TO DISCUSS THE SPONSORSHIP PACKAGE THAT'S RIGHT FOR YOU.

[realfoodforkids.org/cc25-getinvolved](https://realfoodforkids.org/cc25-getinvolved)

# SPONSOR EXHIBIT SPACE

Sponsors with exhibit tables are situated in the heart of the Culinary Challenge public space, co-located alongside student teams providing recipe samples. You are guaranteed a constant flow of foot traffic to your table.

## Real Food for Kids Culinary Challenge exhibitors...

- Interact with culinary and health-focused students exploring career paths
- Connect with visionary school nutrition directors reshaping the school food landscape and renowned local chefs
- 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

**This option is available with every Sponsorship level.  
Space is limited.**

*Register by January 1, 2025.*

### INCLUDES:

- One 6'x30" skirted table and two chairs
- Company/Organization recognition in the event program, signage and on event website.



**Culinary Challenge Sponsors receive all of the above benefits and more!**

## ADVERTISING

### Event Program Advertisement Rates

Full Page Color \$200

Half Page Color \$150

One-Fourth Page \$100

**CONTACT US TODAY TO SECURE YOUR SPONSORSHIP, INCLUDING EXHIBIT SPACE, AND/OR PROGRAM AD FOR THE 2025 REAL FOOD FOR KIDS CULINARY CHALLENGE!**

# CULINARY CHALLENGE SPONSORSHIP LEVELS

|  | MARQUEE   | SIGNATURE | ENTHUSIAST | SUPPORTER | COMMUNITY |
|--|-----------|-----------|------------|-----------|-----------|
| BENEFITS   | \$20,000+ | \$10,000  | \$5,000    | \$2,500   | \$500     |
| <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   | ✓         | ✓         |            |           |           |
| 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 + link to 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  | ✓         | ✓         |            |           |           |
| 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) | ✓         | ✓         | ✓          | ✓         | ✓         |

# CULINARY CHALLENGE SCHEDULE



## Saturday, March 8, 2025 – Tentative Schedule

- 10:15 AM Sponsors/Exhibitors arrive at Hayfield Secondary School.
- 10:15 AM – 11:30 AM Sponsors/Exhibitors set up their table in the Tasting and Exhibition Room.
- 11:15 AM – 12:00 PM Program to be announced.
- 12:00 PM – 1:15 PM Tasting and Exhibition Room opens to the public
- Sponsor/Exhibition Tables open to public
  - Public Tasting for Showcase dishes (There will be press and VIPs in the Tasting Room throughout the morning.)
  - Community Choice Awards public voting opens for showcase categories
- 1:15 PM Awards Ceremony
- Lunch Competition Winners (1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>), and Smart Snack & Breakfast Community Choice
- 2:00 PM – 2:15 PM Photo Session with winning teams, judges, mentors, Mr. Broccoli, exhibitors
- 2:00 PM Exhibitors Tables close / Program Ends

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# CULINARY CHALLENGE

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