



REAL **FOOD** *for* **KIDS**

CULINARY CHALLENGE

SATURDAY, MARCH 2, 2024
Hayfield Secondary School
Alexandria, Virginia



SPONSOR | EXHIBIT | ADVERTISE

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 2022 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 2023 Culinary Challenge 1st 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 2, 2024
Hayfield Secondary School, Alexandria, VA

What are the categories?

- School Lunch
- School Breakfast
- Smart Snack



The 2024 Culinary Challenge includes 29 Registered Teams (12 for Lunch, 10 for Breakfast, and 7 for Snack) with representation from the following DMV counties: Arlington, DC, Fairfax, Fauquier, Harrisonburg City 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, the Real Food for Kid 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, Loudoun Now, and FCPS news.

2024 CULINARY CHALLENGE JUDGE LINEUP: TBA

2023 CULINARY CHALLENGE JUDGES INCLUDED:

- Chef Tim Ma, Lucky Danger and Chefs Stopping AAPI Hate co-founder
- Aaron Hutcherson, The Washington Post
- Lindsey Fern, Inn at Little Washington
- Daniella Senior, CEO Colada Shop
- Allison Sosna, Former Director of Nutrition at World Central Kitchen
- Chef Katherine Thompson, Thompson Italian
- Chef Jerome Grant, American Bistro
- Ed Kwitowski, DC Office of the State Superintendent of Education
- Forrest Gonia, Two-time Chantilly High School Competitor

2023 CULINARY CHALLENGE LIVE CELEBRITY CHEF DEMONSTRATIONS:

- Chef Kevin Tien, Moon Rabbit and Chefs Stopping AAPI Hate co-founder
- Chef Ryan Moore, Sababa

This year we are offering three ways to reach the Culinary Challenge audience—sponsorship, exhibit space, and program advertising.

SPONSORSHIP

2023 Real Food for Kids Culinary Challenge Sponsors included:



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



SPONSORSHIP



Our sponsors are featured prominently on our website and registration page, in e-mail newsletters, and social media, and featured across television and in print material.

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 2022 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/cc24-getinvolved

CULINARY CHALLENGE SPONSORSHIP LEVELS

BENEFITS	MARQUEE \$20,000+	SIGNATURE \$10,000	ENTHUSIAST \$5,000	SUPPORTER \$2,500	IN-KIND
PRODUCT PLACEMENT					
Opportunity to include Featured Product in other Real Food for Kids programs + promotions (subject to RFFK approval)	✓				
PRESS RELEASE + MORE					
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			✓		
WEBSITE					
Prominent Listing on the Real Food for Kids Website's Homepage, including the sponsor's logo + link to 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	✓	✓			
DIGITAL MARKETING – including social media and email campaigns					
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	✓	✓			
AT EVENT					
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)	✓	✓	✓	✓	✓

EXHIBIT SPACE

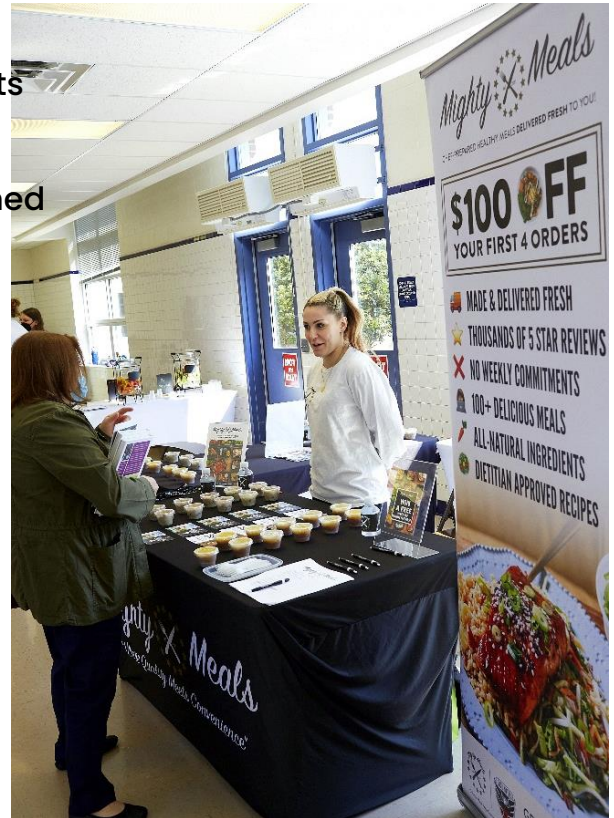
Exhibitors are situated in the heart of the Culinary Challenge public space, co-located alongside student teams providing recipe samples. You are guaranteed a constant flow of foot traffic to your table!

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

The exhibit participation fee is \$500 (\$200 for non-profit organizations). Space is limited.

Register by February 1, 2024.



INCLUDES:

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

Event Sponsors receive all of these 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, EXHIBIT SPACE, OR AD FOR THE 2024 REAL FOOD FOR KIDS CULINARY CHALLENGE!

realfoodforkids.org/cc24-getinvolved

CULINARY CHALLENGE SCHEDULE



Saturday, March 2, 2024 – Tentative Schedule

- 10:15 AM Exhibitors arrive at Hayfield Secondary School.
- 10:15 AM – 11:30 AM 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
- Exhibition Tables open to the public.
 - Public Tasting for Showcase and Lunch dishes (There will be press and VIPs in the Tasting Room throughout the morning.)
 - Community Choice Awards public voting opens for lunch and showcase categories (voting closes at Noon)
- 1:15 PM Awards Ceremony
- Lunch Competition Winners (1st, 2nd, 3rd), and Lunch, 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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