

## **2020 DELAWARE PROSTART STUDENT INVITATIONAL**

**FRIDAY, FEBRUARY 28<sup>TH</sup>, 2020**

CHASE CENTER ON THE RIVERFRONT, WILMINGTON, DE 19801

### **ORGANIZATIONAL SUMMARY**

The Delaware Restaurant Association Education Foundation (DRAEF) is the non-profit, philanthropic arm of the Delaware Restaurant Association (DRA), dedicated to providing education, opportunities and career pathways for our next generation of industry leaders. Delaware's vibrant restaurant industry, comprised of 2,000 restaurants, employs almost 50,000 and supports the state's economy with \$2 billion in annual sales. The strength of our organizational success lies in the close relationships the DRA/DRAEF has built between its executive management team, our diverse membership, and our surrounding communities, funders, government agencies and the Delaware Department of Education.

The DRAEF has implemented the ProStart® Program in 18 schools, where skilled educators provide culinary, management, and life skills necessary for success in the industry or continuing education. ProStart® is the model *Pathway to Prosperity* introduced by Governor Markell as part of his "Delaware Promise" career and technical education initiative. We are "**Feeding Dreams, Building Futures**" of over 3,000 students in Delaware each year.

### **EVENT SUMMARY**

The 8<sup>th</sup> Annual Delaware ProStart® Student Invitational will showcase talented high school students – our future leaders in the restaurant and hospitality industry! These students will gain valuable competitive and team-building experience, while also interacting with colleges and universities to learn more about their future career and educational pathways.

Teams participating in the **Culinary Competition** must demonstrate their creative abilities through the preparation of a three-course meal in only 60 minutes. Their performance and skills are observed and rated by a team of industry judges.

Teams participating in the **Management Competition** are tested on their communication skills and their ability to apply their knowledge of the restaurant and foodservice industry by developing a business proposal for a new restaurant concept.

The winning teams from each competition will be awarded first, second and third place prizes, as well as access to **over \$2.5 million in scholarship opportunities!** The first-place Culinary and Management teams will advance to the National ProStart® Invitational in Washington, D.C. (May 8<sup>th</sup>-10<sup>th</sup>, 2020).

The Delaware ProStart Student Invitational is our student's biggest and most important event of the year, and we ask for your continued support for our educational and professional development efforts:

- Showcase your brand on-site, in the event program and through promotional materials
- Gain networking opportunities with the industry's most influential leaders
- Demonstrate good corporate citizenship by giving back to education/workforce development efforts and investing in the future of our students

***Your support is essential to the ongoing success of this event!***

We respectfully request your consideration of sponsorship of this event at the level that best suits the needs of your business. We are happy to discuss customized sponsorship levels with you, but offer the following set levels for your consideration:

## **SPONSORSHIP & SUPPORT LEVELS**

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### ***\$1,000 ProStart Education Ambassador***

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- [Marketing & Advertising at event, including all signage & programs](#)
- Complimentary booth to promote business/organization

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### ***\$2,500 DRAEF Silver Star ProStart Sponsor***

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- [Named as an official sponsor of one of the competition rooms](#)
- Marketing & Advertising at event, including all signage & programs
- Complimentary booth to promote business/organization

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### ***\$5,000 DRAEF Gold Star Presenting Sponsor***

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- [Travel Sponsor to National Invitational \(will receive 2020 team chef jacket\)](#)
- Awards Presentation at conclusion of Invitational, with photo opportunities
- Company named in all media, press statements and posts
- Marketing & Advertising at event, including all signage & programs
- Complimentary booth to promote business/organization

*Any other DRAEF Donations will also be accepted (in any denomination). These donations are 100% tax-deductible. Please see the attached form or call the DRA for more information.*

Learn more about DRAEF & ProStart® sponsorship opportunities for 2020 by contacting:  
**Raelynn Grogan, Director of Education 302.738.2545 [raelynn@delawarerestaurant.org](mailto:raelynn@delawarerestaurant.org)**  
For inclusion in the Event Program, all Sponsorships, Logos & Ads must be submitted  
**no later than Friday, January 31<sup>st</sup>** to allow time for printing.