2020 National ProStart Invitational

HOSTED BY THE NATIONAL RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION | MAY 8-10, 2020 | WASHINGTON, D.C.

www.chooserestaurants.org/prostart
AT PROSTART
YOU CAN
IGNITE YOUR PASSION
AND SPARK YOUR FUTURE
ProStart is nation’s leading high-school culinary arts and restaurant management training program with 150,000 students and 1,900 schools.

Each year the National Restaurant Association Educational Foundation (NRAEF) hosts the National ProStart Invitational (NPSI). Top ProStart students from all 50 states come to Washington, D.C. to compete for $200,000 in scholarships and the national title.
At NPSI, we also honor our "best of the best" ProStart teachers with the NRAEF Educators of Excellence Awards.

Awards are given for:

• Expertise of Classroom Expertise
• Best Practice and Knowledge Sharing
• Industry Connections

Each winning educator receives $3,500 and is recognized at the Awards Gala Dinner.

Watch our ProStart educators tribute video
**Event Media Reach**

- **Social Impressions**: 31.3M
- **PR Impressions**: 32M
- **Page Views CR.org**: 3.6K
- **Video Views**: 80K
- **App Downloads**: 276

**Media placements in 2019**
- AP
- EATER
- Patch
- CHAMBER BUSINESS NEWS
- Star News
- Rachael
- CBS NEWS
- THE NEW ORLEANS ADVOCATE
- Delaware Today
- THE CABIN
- DC Style Is Real
- RESTAURANT BUSINESS
- Gold Medal Classroom
- EATERY PULSE

**Media covered NPSI in 2019**
- EATER
- HUFFPOST
- DC Style is Real
- THE DINING TRAVELER
- JGANN JNR
- Eatery Pulse
- Johnnys Good Food
ProStart and NPSI are only possible with the generous support of companies like yours.

We invite you to be a part of our biggest event of the year and share in our mission to **Attract, Empower** and **Advance** the next generation of restaurant and foodservice leaders.

Be a NPSI **Fire Starter!**
2020 NPSI Fire Starters

Champion

Visionary

Influencer

Partner

Advocate

Fire Starters confirmed as of 2.1.2020
# Fire Starter Packages

<table>
<thead>
<tr>
<th>Branding Level</th>
<th>Champion $150,000+</th>
<th>Visionary $50,000+</th>
<th>Influencer $25,000</th>
<th>Partner $10,000</th>
<th>Advocate $3,500</th>
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<tr>
<td>Awards Gala Tickets</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
<td>2</td>
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<tr>
<td>Event Program Ad</td>
<td>Full</td>
<td>Full</td>
<td>Half</td>
<td>Quarter</td>
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<tr>
<td>Social Media Posts Highlighting Sponsor-specific content</td>
<td>6</td>
<td>4</td>
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<td>Logo inclusion in pre-event communications</td>
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<td>Event app profile</td>
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<td>Recruit at Business &amp; Education Expo</td>
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<tr>
<td>Experience NPSI</td>
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<td>Sponsor leadership inclusion in wrap up video</td>
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<td>Sponsor inclusion in national press release</td>
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<td>Sponsor branded photo booth</td>
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ProStart Champion

$150,000+

VIP Table at the Awards Gala (10 tickets)

Recruit at Business & Education Expo

Choice of 1 of the following:

CHAMPION LEVEL BRANDING*

- Culinary Competition
- Educator of Excellence Awards

*exclusivity/approval of additional sponsors in dedicated space

Tier 1 Marketing

- Full Page ad in event program
- Logo on all printed materials (non-signage)
- Logo included in pre-event communications
- Sponsor leadership inclusion in NPSI wrap-up video
- Sponsor inclusion in national press release
- Six (6) social media posts highlighting sponsor-specific content
- Sponsor branded photo booth onsite
- Event app profile

Participation in networking sessions

Experience NPSI:

- Opportunity to apply to become a judge*
- Sign-up to volunteer
- Enjoy the competition as a spectator

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ProStart Visionary

$50,000

VIP Seating at the Awards Gala (8 tickets)

Recruit at Business & Education Expo

Participation in networking sessions

Experience NPSI:

• Opportunity to apply to become a judge
• Sign-up to volunteer
• Enjoy the competition as a spectator

Tier 2 Marketing

• Full Page ad in event program
• Logo on all printed materials (non-signage)
• Logo included in pre-event communications
• Four (4) social media posts highlighting sponsor-specific content
• Event app profile

Choice of 1 of the following:

VISIONARY LEVEL BRANDING

• Culinary Competition
• Opening Ceremony
• Awards Dinner
• Industry Networking Event
• Student Headshots
ProStart Influencer

$15,000-$25,000

**VIP Seating** at the Awards Gala (6 tickets)

**Recruit** at Business & Education Expo

Participation in **networking** sessions

**Experience** NPSI:

- Opportunity to apply to become a judge
- Sign-up to volunteer
- Enjoy the competition as a spectator

**Tier 3 Marketing**

- Half Page ad in event program
- Logo on all printed materials (non-signage)
- Two (2) social media posts highlighting sponsor-specific content
- Name included in pre-event communications
- Event app profile

**Choice of 1 of the following:**

**INFLUENCER LEVEL BRANDING**

- Judge/volunteer orientation
- Judge lounge
- NPSI Program
- Hall of Champions
- Student Dance Party
- Spirit Station
- NPSI T-Shirt
- EEA Training
- Facebook Live Feed
- Volunteer shirts
- Registration
- Business Expo
- Student Field Trip/Activity

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ProStart Partner

$5,000-$10,000

VIP Seating at the Awards Gala (4 tickets)

Recruit at Business & Education Expo

Participation in networking sessions

Experience NPSI:

- Sign-up to volunteer
- Enjoy the competition as a spectator

Tier 4 Marketing

- Quarter page ad in event program
- Organization listing on all printed materials (non-signage)
- Name included in pre-event communications
- Profile include in event app

Choice of 1 of the following:

PARTNER LEVEL BRANDING

- Event App
- Wi-Fi
- Culinary Check-In
- Opening Ceremony Giveaway
- Product Display (one-day)
- Winner swag bags
- Awards/Reception
- Culinary Time Clock
- Judge Tasting/Feedback areas
- Judge clipboards
- Facebook Live Fee

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ProStart Advocate

$3,500

VIP Seating at the Awards Gala (2 tickets)

Recruit at Business & Education Expo

Participation in networking sessions

Tier 4 Marketing

- Quarter page ad in event program
- Organization listing on all printed materials (non-signage)
- Name included in pre-event communications
- Profile include in event app
THANK YOU!

Mary Kate Thayer
Development - NRAEF

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JAHQUAN
NEW PROSTART STUDENT
NORFOLK TECHNICAL CENTER