



SPONSORSHIP OPPORTUNITIES

Virginia ProStart Invitational
Friday, February 28, 2025

www.vrlta.org/vpsi

Presented By:  **VIRGINIA**
RESTAURANT • LODGING • TRAVEL
ASSOCIATION



ABOUT THE VIRGINIA PROSTART INVITATIONAL

The Virginia ProStart Invitational is composed of two distinct competitions, that showcase the most important skills needed on both sides of the restaurant and foodservice industry: front-of-the-house (Management Competition) and behind the scenes in the kitchen (Culinary Competition).

The **Culinary Competition** highlights the creative abilities of teams through the preparation of a three-course meal in just 60 minutes, using only two butane burners with no access to running water or electricity. There's no room for error as they're evaluated on taste, skill, teamwork, safety, and sanitation.

The **Management Competition** asks teams to develop a proposal for the next hot restaurant concept and present it to a panel of industry judges. The team's ability to think on their feet is also tested as they quickly solve challenges managers face on a daily basis.



SPONSOR BENEFITS

The Virginia ProStart Invitational represents a unique opportunity to introduce or reinforce your brand reputation across Virginia.

Sponsors will have their company information included online, in promotional emails and social media posts, all event collateral and signage, earned media placements, and on-stage recognition during the Awards Dinner.

The event itself is a tremendous opportunity to network with potential customers, influencers, and the workforce of tomorrow - all while supporting the hospitality and tourism industry.



Event
Promotion



Social Media
Promotion



Event
Activation



Brand
Awareness



Networking
Opportunities



Earned Media
Placements



Industry
Support

TITLE SPONSOR

Exclusive Opportunity

\$5,000



Promotional Benefits:

- Recognition in Virginia ProStart Invitational (VPSI) Program as a 2025 VPSI Title Sponsor with Color Company Logo
- Full-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Title Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and the National ProStart Competition (NPSI)
- Company Logo on student Camp Shirts (Management) and Chef Coats (Culinary) provided to competitors to wear during VPSI and the National ProStart Invitational (NPSI)
- Mention in the Slice, VRLTA's digital newsletter, prior to the event

TITLE SPONSOR (CONT.)

Exclusive Opportunity

\$5,000



On-Site Amenities:

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (includes table, table covering, and two chairs)
- Recognition as 2025 VPSI Title Sponsor on signage at VPSI Competitions
- Recognition by speaker during opening kick-off announcements and at VPSI Awards Reception
- Six (6) Complimentary Tickets to the VPSI Lunch
- Six (6) Complimentary Tickets to the VPSI Awards Reception
- Branded placement on the Competition Photo Booth in the Student Lounge

CULINARY COMPETITION SPONSOR

Exclusive Opportunity

\$2,500



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Culinary Competition Sponsor with Color Company Logo
- Full-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Culinary Competition Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and the National ProStart Competition (NPSI)
- Company Logo on student Chef Coats provided to Culinary Competitors to wear during VPSI and NPSI

CULINARY COMPETITION SPONSOR (CONT.)

Exclusive Opportunity

\$2,500



On-Site Amenities:

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (includes table, table covering, and two chairs)
- Recognition as Culinary Competition Sponsor on signage at VPSI Culinary Competitions
- Recognition by speaker during opening kick-off announcements
- Four (4) Complimentary Tickets to the VPSI Lunch
- Four (4) Complimentary Tickets to the VPSI Awards Reception

MANAGEMENT COMPETITION SPONSOR

Exclusive Opportunity

SOLD \$2,500



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Management Competition Sponsor with Color Company Logo
- Full-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Management Competition Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and the National ProStart Competition (NPSI)
- Company Logo on student Camp Shirts provided to Management Competitors to wear during VPSI and NPSI

MANAGEMENT COMPETITION SPONSOR (COST)

Exclusive Opportunity

SOLD \$2,500



On-Site Amenities:

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (includes table, table covering, and two chairs)
- Recognition as Management Competition Sponsor on signage at VPSI Management Competitions
- Recognition by speaker during opening kick-off announcements
- Four (4) Complimentary Tickets to the VPSI Lunch
- Four (4) Complimentary Tickets to the VPSI Awards Reception

STUDENT LOUNGE SPONSOR

Exclusive Opportunity

\$1,500



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Student Lounge Sponsor with Color Company Logo
- Half-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Student Lounge Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and NPSI

On-Site Amenities:

- Recognition as Student Lounge Sponsor on signage at VPSI Competition Student Lounge
- Three (3) Complimentary Tickets to the VPSI Lunch
- Three (3) Complimentary Tickets to the VPSI Awards Reception

AWARDS RECEPTION SPONSOR

Exclusive Opportunity

SOLD \$1,500



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Awards Reception Sponsor with Color Company Logo
- Half-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Awards Reception Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and NPSI

On-Site Amenities:

- Recognition as Awards Reception Sponsor on signage at VPSI Awards Reception
- Recognition by speaker during announcements at VPSI Awards Reception
- Three (3) Complimentary Tickets to the VPSI Lunch
- Three (3) Complimentary Tickets to the VPSI Awards Reception

LUNCH SPONSOR

Exclusive Opportunity

SOLD \$1,000



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Lunch Sponsor with Color Company Logo
- Half-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Lunch Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and NPSI

On-Site Amenities:

- Recognition as Lunch Sponsor on signage at VPSI Competition Lunch
- Two (2) Complimentary Tickets to the VPSI Lunch
- Two (2) Complimentary Tickets to the VPSI Awards Reception

BREAKFAST SPONSOR

Exclusive Opportunity

SOLD \$1,000



Promotional Benefits:

- Recognition in VPSI Program as a 2025 VPSI Breakfast Sponsor with Color Company Logo
- Half-page advertisement in 2025 VPSI Program
- Color Company Logo and mention as Breakfast Sponsor in all VPSI marketing and promotional materials produced by VRLTAF
- Color Company Logo and active link to your website on www.vrlta.org pages with information about VPSI and NPSI

On-Site Amenities:

- Recognition as Breakfast Sponsor on signage at VPSI Competition Breakfast
- Recognition by speaker during opening kick-off announcements

ADDITIONAL SPONSOR OPPORTUNITIES

Career Fair Booth \$600

- Recognition in Virginia ProStart Invitational (VPSI) Program as a 2025 VPSI Career Fair Participant
- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (includes table, table covering, and two chairs)
- Two (2) Complimentary Tickets to the VPSI Lunch

Swag Bag Sponsor \$500

- Recognition in Virginia ProStart Invitational (VPSI) Program as a 2025 VPSI Sponsor
- Opportunity to provide Company collateral or Company branded swag bags to be distributed to students and teachers participating in the VPSI Competition

Adopt A Team \$300

- Recognition in Virginia ProStart Invitational (VPSI) Program

**Proceeds from Adopt A Team are given directly to participating schools to cover costs of participating in VPSI and NPSI*



CONTACT

For more information about how to get involved **2025 Virginia ProStart Invitational** , please contact:

Dr. Jai Girard

Director of Education and Workforce Development
443.468.5373 | jai@vrlta.org

Kayla Cleveland

Chapter and Events Manager
804.399.8005 | kayla@vrlta.org

