



CHEF PROGRAMS

Sponsor Deck

2026



Visit Our Website

ctrestaurant.org/foundation



Vision & Mission

The Connecticut Hospitality Educational Foundation (CHEF) is the non-profit 501(c)3, philanthropic arm of the Connecticut Restaurant Association (CRA).



Company Vision

To create pathways of opportunity for people everywhere.

We Attract

By providing Information & Inviting Exploration

We Empower

Through Transformative Life & Work Experiences

We Advance

by Accelerating Learning & Development

We Impact

Current & Future Restaurant Workers,
Communities and the Industry



Company Mission

CHEF's mission is to promote the health and prosperity of Connecticut's hospitality industry through education, scholarships and financial assistance. CHEF works to attract, empower, advance and impact a career-oriented professional workforce for the restaurant industry through education for future restaurant industry professionals, workforce development opportunities and scholarships.

WHY CHEF?

Supporting CHEF supports the future of the hospitality industry

- Finding qualified employees has always been one of the biggest struggles in the restaurant industry.
- Connecticut has 144,000 hospitality employees, which is 16,000 less than the beginning of the pandemic.
- CHEF supports the CT hospitality industry by attracting potential employees, connecting them to employers and supporting employee advancement and wellness.
- Providing training and professional development helps retain employees and increase their potential.



CHEF Programs

How we attract, empower, advance and impact



ProStart

A two-year, nationwide program that develops the best and brightest talent into tomorrow's restaurant and foodservice leaders. ProStart serves more than 3,000 Connecticut high school students each year at 22 comprehensive high schools



Scholarships

CHEF awards scholarships each year to students pursuing a career in the Culinary Arts, Restaurant Management or an affiliated degree.



Wellness

Mental health awareness, employee relief and more to help support hospitality employees personally and in their workplace.



Workforce

CHEF has partnered with the NRAEF to bring the Restaurant Ready program to Connecticut. Restaurant Ready is a national program dedicated to helping people acquire the basic work and life skills necessary to pursue jobs in the hospitality industry and jumpstart a pathway to independence.

CHEF Success

Expansion of Programs has allowed for significant growth in education, workforce, scholarship and wellness initiatives.



ProStart

The CT ProStart Program has grown from 300 students at 3 schools in 2010 to 3,000 students at 18 schools in 2023.



ProStart

National ProStart Invitational: 2 National Championships 2018 & 2023



Workforce

Implementing national workforce programs including Restaurant Ready at four community based organizations trains over 100 new hospitality employees annually.



Scholarship

Providing thousands of dollars of scholarship opportunities to hospitality students annually.



Wellness

Provided over \$700,000 in relief funds to restaurants and hospitality employees during the pandemic.



Ways to Engage



Event Participants

Volunteer as a judge at the CT ProStart Invitational, industry expert at ProStart Bootcamp or teacher professional development.



Field Trips

Host a ProStart School or Restaurant Ready program at your business for a field trip.



Mentors

Work directly with ProStart students as they prepare for the CT ProStart Invitational.



Sponsors

Financially support CHEF and the programs designed to attract, empower, advance and impact the future of the hospitality industry.



Work Sites

Become a work site for Restaurant Ready, ProStart and other workforce initiatives. Become an apprenticeship work site!



Ways to Invest



CHEF Partnerships

CHEF Partnerships support the overall mission of the Connecticut Hospitality Educational Foundation to promote the health and prosperity of Connecticut's hospitality industry through education, scholarships and financial assistance.



ProStart Sponsorships

ProStart Sponsorships support Culinary Education and the ProStart Program in Connecticut. Whether you support the CT ProStart Invitational, ProStart Weekend, the ProStart Bootcamp for students or educator training, your sponsorship is giving back to the future of the hospitality industry.



Event Sponsors

CHEF Event Sponsorships are available at the CRAZIES (Silent Auction Sponsor \$5,000), CRA Golf Classic (Raffle & Auction Sponsor \$2,500) and other events throughout the year.

CHEF PARTNERSHIPS

INVESTMENT LEVELS

\$15,000

CHEF TITLE SPONSOR

The CHEF TITLE SPONSOR will receive:

- The most exposure at all CHEF and CT ProStart Events*
- Recognition as CHEF Title Sponsor at all CHEF Events
- Logo on all signage, website & marketing materials for all CHEF events
- Featured Employer
- Two Dedicated CHEF News e-Newsletters
- Featured Sponsor at the CT ProStart Invitational and a National CT ProStart Team Sponsor

\$5,000

CHEF Premiere Partner

CHEF Premiere Partners receive:

- Recognition as CHEF Premiere Partner at all CHEF Events
- Logo on all signage, website & marketing materials for all CHEF Events
- Featured Employer at one CHEF Event
- One Dedicated CHEF News e-newsletter
- Featured Sponsor at the CT ProStart Invitational and a National CT ProStart Team Sponsor

\$2,500

CHEF Platinum Partner

CHEF Platinum Partners receive:

- Recognition as CHEF Platinum Partner at all CHEF Events
- Featured Employer at one CHEF Event
- Logo on foundation sponsor webpage
- Recognition in CHEF News e-newsletter

\$1,500

CHEF Partner

CHEF Partners Receive:

- Featured Employer at one CHEF Event
- Logo on foundation sponsor webpage
- Recognition in CHEF News e-newsletter

**CHEF Events include the CRAZIES Silent Auction, CRA Golf Classic Raffle & Silent Auction, CT ProStart Invitational, ProStart Weekend, ProStart Boot Camp, ProStart Educator Training & other events throughout the year.*

SUPPORT PROSTART.

ProStart® is a two-year, industry-backed culinary arts and restaurant management program for high school students reaching more than 3,000 Connecticut students in 24 high schools across Connecticut. Your donation will support job training skills, teacher training and help us create pathways to employment in the hospitality industry. **There are two ways you can support ProStart and CHEF, the philanthropic arm of the CRA.**

CT PROSTART INVITATIONAL SPONSORSHIPS

CPSI is the premier high school culinary and management competition in Connecticut. Held March 2, 2026 at Mohegan Sun Casino, students from across the state will battle for scholarship dollars and a chance to compete at the National ProStart Invitational (NPSI) in Baltimore.

CT PROSTART TITLE PARTNER - \$10,000

- Logo on all CT ProStart marketing material
- Logo on the chef hats at CPSI
- Logo on the sleeve of chef coats CT NPSI team
- Logo on all signage at CPSI
- Opportunity for your company to assist in handing out the awards at CPSI
- Recognition in CHEF News e-newsletters
- Recognition of your company as a featured employer for ProStart students
- Recognition as a CT National Team Sponsor
- Logo on front cover of the CPSI program book
- Logo with link to your website on CHEF website
- Recognition at the CRAZIES as a ProStart/CHEF Sponsor

CT PROSTART PREMIER PARTNER - \$5,000

- Logo on all CPSI marketing material
- Logo on Chef Coats worn by CT NPSI Team
- Logo on all signage at CPSI
- Opportunity for your company to assist in handing out the awards at CPSI
- Recognition in CHEF News e-newsletters
- Recognition of your company as a featured employer for ProStart students
- Recognition as a CT National Team Sponsor
- Logo in the CPSI program book featured as the CT ProStart Premiere Partner
- Logo with link to your website on CHEF Website
- Recognition at the CRAZIES as a ProStart/CHEF Sponsor

NATIONAL TEAM SPONSOR - \$3,500

Support our CT teams at the National ProStart Invitational. National Team Sponsors will be recognized at the Annual Team Dinner at NPSI.

- Company logo in CPSI Program book.
- Company Logo with link to your website on CT ProStart website
- Company Logo on the chef coats worn at NPSI
- Recognition as a CT National Team Sponsor in all CT media communications from CHEF/CRA pertaining to CPSI and/or NPSI
- Social media exposure and recognition as ProStart Week sponsor in communications from CHEF/CRA Logo on ProStart Week Website

PRESENTING SPONSORS - \$3,500

Presenting Sponsorship of one of the following: CT Culinary Competition, CT Management Competitions, CT Cake Decorating Competition or Team & Judges Breakfast Sponsor.

Includes:

- Logo on signage for CPSI
- Logo with link to your CHEF website
- Logo on Chef Coats worn by CT NPSI Team
- Recognition in a CHEF News e-newsletters
- Logo included in the CPSI program

PLATINUM SPONSOR - \$2,500

LIMITED AVAILABILITY!

- Logo on top two lines of the chef coats at NPSI
- Logo on the CHEF website with link to your company page
- Recognition as a Platinum Sponsor the CPSI Program Book
- Social media exposure and recognition as ProStart Week sponsor in communications from CHEF/CRA Logo on ProStart Week Website

GOLD SPONSOR - \$1,500

LIMITED AVAILABILITY!

- Company Logo on chef coats at NPSI
- Logo on CT ProStart website
- Recognition as a Gold Sponsor the CPSI Program Book

SILVER SPONSOR - \$1,000

- Recognition on CT ProStart website with Logo and link to your company page
- Recognition in CPSI Program Book as a Silver sponsor

BRONZE SPONSOR - \$500

- Recognition in the CPSI Program Book as a Bronze Sponsor
- Recognition on CT ProStart website with link



Want to learn more about supporting ProStart and the CT Hospitality Educational Foundation?

Email foundation@ctrestaurant.org | ctrestaurant.org/foundation

Contact Us

Thank you for learning more about CHEF and the programs supported through the foundation.

Thank You

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