

CONNECTICUT
HOSPITALITY EDUCATIONAL FOUNDATION

PROSTART PROGRAM 2024



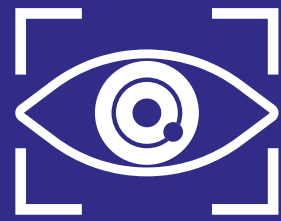
Visit Our Website

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

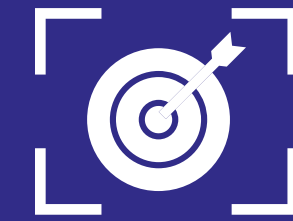
Through Transformative Life & Work Experiences

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

**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.*

\$1,500

CHEF Partner

CHEF Partners Receive:

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

CT ProStart Sponsorships

INVESTMENT LEVELS

\$10,000

ProStart Prime Partner

- The most exposure at all CT ProStart Events*
- Recognition as a ProStart Prime Partner at all CHEF Events
- Logo on all signage, website & marketing materials for all CT ProStart events
- Logo on Chef Coats worn by CT's National Culinary team at National ProStart Invitational
- Invite to hand out medals to winning teams at the CT ProStart Invitational
- Two Dedicated CHEF News e-Newsletters
- Featured Sponsor at the CT ProStart Invitational
- Recognition as a CT National Team Sponsor in press release & social media

\$7,500

CT ProStart Invitational Title Sponsor

- Logo on all CPSI 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
- Invitation to Judge at CT ProStart Invitational**
- Recognition of your company as a featured employer for ProStart students
- Recognition as a CT National Team Sponsor
- Logo on video board at CPSI
- 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

\$5,000

CT ProStart Premeire Partner

- 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
- Invitation to Judge at CT ProStart Invitational**
- Recognition of your company as a featured employer for ProStart students
- Recognition as a CT National Team Sponsor
- Logo on video board at CPSI
- 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

\$3,500

\$3,500

CT ProStart Competition Presenting Sponsors

These sponsorships include the exclusive Presenting Sponsorship of the CT Culinary & Management Competitions and sponsors the first place teams travel expenses to National ProStart Student Invitational.

Also includes:

- Logo on culinary signage for CPSI
- Logo on video board at CPSI
- Logo with link to your CHEF website
- Logo on top row of Chef Coats worn by CT NPSI Team
- Recognition in a CHEF News e-newsletters
- Logo included in the CPSI program
- Recognition as a CT National Team Sponsor in press release & social media
- Recognition at the CRAZIES as a ProStart/CHEF Sponsor

**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.*

***no individual team sponsors or mentors may judge at CPSI*

CT ProStart Sponsorships

INVESTMENT LEVELS

\$2,500

CT National Team Dinner Sponsor

Treat our ProStart Students to dinner at the National ProStart Invitational! Recognition at team dinner at NPSI.

Also includes:

- Logo on video board at CPSI
- Logo in CPSI Program book
- Logo with link to your website on CHEF Website
- Logo on the chef coats
- Recognition at the CRAZIES as a ProStart/CHEF Sponsor.

\$2,500

ProStart Platinum Sponsor

Only 2 available!

- Logo on top line of the chef coats at NPSI
- Logo on video board at CPSI
- Logo on CHEF website with link to your company page
- Recognition as a Platinum Sponsor the CPSI Program Book
- Recognition at the CRAZIES as a ProStart/CHEF Sponsor

\$1,500

ProStart Gold Sponsor

Spots are limited!

- Logo on chef coats at the NPSI
- Logo on CHEF website
- Logo on video board at CPSI
- Recognition as a Gold Sponsor the CPSI Program Book

\$1,000

ProStart Silver Sponsor

- Logo on video board at CPSI
- Logo on CHEF website
- Recognition as a Silver Sponsor the CPSI Program Book

**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.*

Contact Us

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

Thank You

For Your Attention

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