



New Mexico  
Restaurant  
Association



### ***Why Support ProStart?***

**FACT:** The restaurant industry will employ **14.4 million people in 2016**, or nearly 10% of the U.S. workforce. The industry is expected to add **1.7 million jobs** over the next decade, with employment reaching **16.1 million by 2026**.

**SOLUTION:** The Hospitality Industry Education Foundation and the New Mexico Restaurant Association are dedicated to helping the industry meet these needs to ensure that the restaurant and foodservice industry remains the cornerstone of career and employment opportunities. ProStart is now available in 30 schools and over 2000 students are involved in the program across the state. ProStart is a nationwide, two-year program for high school students pursuing a career in culinary arts and hospitality management. It develops the best and brightest talent into tomorrow's industry leaders. By bringing industry and the classroom together, ProStart gives students a platform to discover new interests and opens doors for fulfilling careers.

## **NEW MEXICO PROSTART INVITATIONAL OPPORTUNITIES**

***The New Mexico ProStart Invitational showcases the talent of ProStart students from across New Mexico as they compete in culinary and management events.***

- Culinary teams prepare a three-course meal in 60 minutes using only two butane burners, in addition to executing knife skills and cooking techniques.
- Management teams develop an original restaurant concept and apply critical thinking skills to the challenges managers face in day-to-day operations.
- ***This year's event will be held on Wednesday, March 8, 2017 at the Santa Fe Convention Center. Hundreds of spectators, including industry leaders, gather to cheer on our students.***

#### ***Culinary Competition Sponsor - \$1,000***

Support of the culinary competition includes one booth registration, two tickets to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Management Competition Sponsor - \$1,000***

Support of the management competition includes one booth registration, two tickets to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Judges' Luncheon Sponsor - \$1,000***

Sponsor has exclusive access to judges who are managers and chefs from across the state and nation as well as VIP industry leaders. Sponsorship includes two tickets to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Awards & Recognition Sponsor - \$500***

The premier showcase of the competition, the awards ceremony includes students, parents, teachers, post-secondary partners, judges, and industry leaders in the industry's largest showcase of hospitality talent. Winners are announced in this heavily anticipated culmination of the day's events. Support includes one ticket to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Sanitation Sponsor - \$300***

Registration includes signage at the hand washing sink, one ticket to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Presentation Booth Fee - \$150***

Registration includes one booth inside competition area, one ticket to the Judges' Luncheon, program recognition, and the opportunity to include promotional items in the student goodie bags.

#### ***Program Advertisement - \$100, \$50***

Program advertisements available: back page, full color \$100; quarter page, black and white \$50.

# 2017 NEW MEXICO PROSTART INVITATIONAL

Wednesday, March 8th, 2017 – Santa Fe Convention Center

## SPONSORSHIP & JUDGE INVOLVEMENT FORM

Yes! I want to demonstrate my leadership and support for the future of the hospitality workforce!

Contact Name: \_\_\_\_\_

Company: \_\_\_\_\_

Billing address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

*I would like to support the following: (please check all that apply)*

I would like to Judge the Culinary Competition (AM time slots available, lunch provided)

I would like to Judge the Management Competition (lunch provided)

Culinary Competition Sponsor - \$1,000

Management Competition Sponsor - \$1,000

Judges' Luncheon Sponsor - \$1,000

Awards & Recognition Sponsor – \$500

Sanitation Sponsor - \$300

Presentation Booth Fee - \$150

Program Advertisement

Back Page, full color - \$100

1/4 Page, black & white - \$50

*The Hospitality Industry Education Foundation is a 501(c)(3) nonprofit organization. All donations are tax deductible.*

**Please email, fax or mail this form by February 17, 2017 to:**

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