



## VIRGINIA PROSTART INVITATIONAL

JAMES MADISON UNIVERSITY

HARRISONBURG, VA

**MARCH 15, 2024**

PRESENTED BY:

**THE VIRGINIA RESTAURANT, LODGING & TRAVEL ASSOCIATION FOUNDATION**

### SPONSORSHIP OPPORTUNITIES

#### Team Sponsor - \$250

- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Team Sponsor with Color Company Logo.

#### Supporting Sponsor - \$500

- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Team Sponsor with Color Company Logo.
- Company Logo and mention as a VPSI Team Sponsor in all VPSI marketing and promotional materials produced by VRLTAF.
- Two (2) Complimentary tickets to the VPSI Awards Reception.

#### Career Fair Booth - \$500

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (*table, table covering, and two chairs provided*).
- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Career Fair Participant with Color Company Logo.
- Company Logo and mention as a Career Fair Participant in all VPSI marketing and promotional materials produced by VRLTAF.

#### Breakfast Sponsor - \$750

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (*table, table covering, and two chairs provided*).
- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Breakfast Sponsor with Color Company Logo.
- Company Logo and mention as a VPSI Breakfast Sponsor in all VPSI marketing and promotional materials produced by VRLTAF.
- Recognition as Breakfast Sponsor on signage at breakfast.
- Recognition by speaker during opening kick-off announcements.



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### ABOUT THE VIRGINIA PROSTART INVITATIONAL

The 2024 Virginia ProStart Invitational (VPSI), taking place at James Madison University in Harrisonburg, VA, is composed of two distinct competitions. Students will have the opportunity to showcase the most important skills needed on both sides of the restaurant and foodservice industry with the **Management Competition** and the **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.

**MORE SPONSORSHIP OPPORTUNITIES →**



## SPONSORSHIP OPPORTUNITIES (cont.)

### \$1,000 Lunch Sponsor

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (*table, table covering, and two chairs provided*).
- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Lunch Sponsor with Color Company Logo.
- Company Logo and mention as a VPSI Lunch Sponsor in all VPSI marketing and promotional materials produced by VRLTAF.
- Recognition as Lunch Sponsor on signage at lunch.
- Recognition by speaker during opening kick-off announcements.
- Color Company Logo and active link to your website on [www.vrlta.org](http://www.vrlta.org) pages with information about VPSI and the National ProStart Invitational.
- Four (4) Complimentary tickets to the VPSI Awards Reception.

### \$1,500 Awards Reception Sponsor

- One (1) Booth set-up at the VPSI Career Fair during the Culinary and Management Competitions (*table, table covering, and two chairs provided*).
- Recognition in the Virginia ProStart Invitational Program as a 2024 VPSI Awards Reception Sponsor with Color Company Logo.
- Company Logo and mention as a VPSI Reception Sponsor in all VPSI marketing and promotional materials produced by VRLTAF.
- Recognition as Awards Reception Sponsor on signage.
- Recognition by speaker during opening kick-off announcements.
- Color Company Logo and active link to your website on [www.vrlta.org](http://www.vrlta.org) pages with information about VPSI and the National ProStart Invitational.
- Four (4) Complimentary tickets to the VPSI Awards Reception.
- Mention in The Slice, VRLTA's digital newsletter, prior to the event
- Recognition at the VPSI Awards Reception.



## ABOUT THE VRLTAF

The Virginia Restaurant, Lodging and Travel Association Foundation (VRLTAF) is VRLTA's 501(c)(3) foundation. The purpose of the Foundation is to support hospitality education across the state. This includes the Virginia ProStart program, which is designed to get more high school-aged young people interested in careers in the hospitality industry, and hospitality programs at the collegiate level. The VRLTAF also provides scholarship opportunities for high school and college students studying in the hospitality industry.

When you contribute to VRLTAF, your commitment will help grow these efforts and help get more young people interested in careers in the hospitality industry. Thanks for your continued support in our endeavors to promote hospitality education.



**VIRGINIA**  
RESTAURANT • LODGING • TRAVEL  
ASSOCIATION  
FOUNDATION

5101 Monument Avenue, Suite 206  
Richmond, VA 23230  
(804) 288-3065 | [jai@vrlta.org](mailto:jai@vrlta.org)

## CONTACT US FOR MORE INFORMATION

If you have questions about VPSI sponsor opportunities or would like to participate, please scan the QR code on the front of this document or reach out to a VRLTA staff member for more information:

**Brittany Wojdyla**  
VP of Membership and Business Development  
[brittany@vrlta.org](mailto:brittany@vrlta.org) | 804-288-3065 ext. 204

**Jai Girard**  
Director of Education and Workforce  
[jai@vrlta.org](mailto:jai@vrlta.org) | 804-288-3065 ext. 203