ProStart®
CULINARY SKILLS CHALLENGE
FOR HIGH SCHOOL STUDENTS

2026 Sponsorship Opportunities

ProStart® is a nationwide, two-year culinary arts and restaurant management program that prepares high school students for careers in the food service and hospitality industry.

The Culinary Skills Challenge is a dynamic series of eight interactive competitions held monthly throughout the school year. Through hands-on training, students enrolled in the ProStart® program have the opportunity to showcase their culinary talent, test their knowledge, and build real-world culinary skills.

WHY SPONSOR?

Great products make great dishes! Build brand loyalty with teachers across the state as well as the next generation of chefs, restaurant operators, and industry leaders. As a sponsor, your company will:

- Showcase your product(s) by creating a one-of-a-kind challenge.
- Position your brand as a driving force behind education, innovation, and future talent.
- Gain targeted exposure to WRA's network of restaurant owners, operators, suppliers, and industry professionals.

ONE MONTH INVESTMENT: $2,500

Reach 20,000+ industry contacts

	BENEFITS	QUANTITY	REACH
☑	Recognition in WRA restaurant member newsletter	1	1,650 restaurant operators
☑	Recognition in WRA ProStart newsletter	1	200 high school teachers
☑	Recognition in WRA Supplier member newsletter	1	190 supplier members
☑	Recognition on the Wisconsin Restaurant Association website	School Year	9,000 unique monthly visitors
☑	Inclusion in the Monthly Skills Challenge Flyer	1	200 distributed to schools
☑	Social media post (LinkedIn, Facebook, Instagram and X)	2	13,000 industry professionals
☑	Opportunity to judge student submissions	Encouraged	N/A
☑	Opportunity to provide branded prizes/giveaways	Encouraged	Negotiable

CONTACT US

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Bring Your Brand to Life: Build a Challenge

HOW IT WORKS

1. **Choose Your Theme:** Pick a theme that highlights your product, expertise, or brand story.
2. **Design the Challenge:** Define what students will create - recipe, concept, or solution - using your product as a key element. Include details such as objective, skills focus, submission requirements, judging criteria, etc.
3. **Plan Product Distribution:** Work with WRA staff to determine the best way to get your products into schools—whether by direct shipment, providing teacher coupons, or allowing teachers to purchase independently.
4. **Engage and Reward (optional):** Serve as a judge (all entries are submitted online) and see your brand come to life in their creations. Choose to provide branded prizes for top performers.

PREVIOUS SPONSOR SPOTLIGHT

Plate It Up with PepsiCo

Objective: You know what they say—we eat with our eyes! Create a visually stunning dish using a PepsiCo product, showcasing creativity and plating techniques that highlight this idea.

Skills Focus: Culinary creativity/innovation | Plating/presentation | Food styling/photography | Ingredient integration

Sponsor Tie-In: Highlights the versatility of products | Encourages brand interaction | Reinforces PepsiCo as a creative, lifestyle-driven brand

Challenge Requirements: Use at least one PepsiCo-branded product (food or beverage) | Focus on strong visual appeal and creative presentation

Submission: Photo of the finished plated dish | Recipe including PepsiCo product used | Brief description of concept and inspiration

Judging Criteria: *(30 points total)*
Creativity & Originality (10 points) | Presentation & Visual Appeal (10 points) | Degree of Difficulty (10 points)

Prizes: Top 10 entries will receive a Pepsi Prize Pack including a Bluetooth speaker, Yeti 20 oz tumbler, t-shirt, notebook, and hat

NEED INSPIRATION? Here are some theme ideas:

Global Street Food Challenge | Balling on a Budget | Cinematic Cuisine Challenge | Breakfast Brilliance | Made from Scratch Showdown | Meltdown: The Big Cheese Throwdown | Dessert Flight Challenge | Plant-Based Power Bowl Challenge

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2026 Sponsorship Agreement

Thank you for supporting the education and training programs of the foodservice industry.
As a sponsor, you're truly investing in the future of the industry.

CONTACT INFORMATION

Sponsor/Company Name _____

Contact Name _____

Mailing Address _____

City _____ State _____ Zip _____

Phone _____

Website _____

SPONSORSHIP DETAILS

Yes! **I'd like to become a ProStart Skills Challenge Sponsor at the $2,500 level.**

Choose Your Theme: _____

Design the Challenge *(general description)*: _____

Implementation: ❑ Direct ship product to schools ❑ Provide coupons
❑ Schools to purchase independently ❑ TBD

Engage and Reward: I would like to serve as a judge: ❑ Yes ❑ No
I would like to submit branded products to the winners: ❑ Yes ❑ No

PAYMENT OPTIONS

❑ Credit card payments can be made online at wirestaurant.org/culinary-skills ➤ or by calling 608.270.9950

❑ Please invoice me

❑ Check enclosed – Make payable to WRA Education Foundation

Signature _____ **Date** _____

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