



SPONSOR KIT

It's a food revolution, and we're calling all student chefs to throw on their aprons and join in on the fun! Students from across Florida will showcase their skills in the kitchen by creating their most delicious dish in the ultimate lunchroom cook-off.

SO GRAB A PLATE – IT'S TIME TO SUPPORT FLORIDA FUTURE CHEF!



ABOUT FLORIDA FUTURE CHEF

The Florida Department of Agriculture and Consumer Services is excited to announce this year's **Florida Future Chef, Florida's Official Student Chef Cook-Off**. Florida Future Chef invites young chefs and passionate student cooks to show off their skills for the chance to win incredible prizes and the title of **2023 Florida Future Chef Champion**. This competition aims to uplift the culinary aspirations of Florida students and highlight Florida commodities. Students **between the ages of 7 and 13** can submit a video of their dish preparation, which will be assessed by a panel of judges. The top three students will be selected to compete in the Florida Future Chef Finale Event in September 2023.

We invite you to be part of this exciting competition and help empower young students to focus on healthy eating, fresh foods and their culinary dreams!

COMPETITION SCHEDULE

MAY/JUNE 2023

- Competition announced and online submissions open

JULY 2023

- Three finalists selected

SEPTEMBER 2023

- Florida Future Chef finale



WHY BECOME A SPONSOR OF FLORIDA FUTURE CHEF?

Sponsors of Florida Future Chef will be part of creating the premier cook-off competition in Florida, supported by school districts and Florida Department of Agriculture and Consumer Services partners around the state. Sponsors will be included in a variety of public relations and advertising efforts, increasing brand exposure and engagement during the promotion and competition time period. Florida Future Chef sponsors signal to their audiences that they are invested in supporting Florida commodities, healthy school eating and culinary aspirations of young students.

FLORIDA FUTURE CHEF LAUNCH PLAN

To launch this statewide competition, the Division of Food, Nutrition and Wellness (FNW) has a comprehensive marketing plan that includes the following tactics to ensure significant awareness in every major Florida media market. Sponsors have the opportunity to be included in select promotion activations, including:

- Media relations
- Digital advertising
- In-school promotion
- Grassroots outreach and event participation





MENU OF SPONSOR BENEFITS

Executive Chef:

**\$5,000-
\$10,000**

You receive:

- Mention in FNW email newsletter update
- Logo/link on event website
- Logo on promotional materials provided to schools
- Inclusion in press materials and media interviews
- One dedicated social media post highlighting the event
- Inclusion in finale video production
- Program Logo Recognition
- In-Production recognition at finale event

Head Chef:

**\$1,000-
\$5,000**

You receive:

- Mention in FNW email newsletter update
- Logo/link on event website
- Inclusion in press materials
- One dedicated social media post highlighting the event
- Program logo recognition
- In-production recognition at finale event
- Inclusion in finale video production

Sous Chef:

**\$500-
\$1,000**

You receive:

- Mention in FNW email newsletter update
- Logo/link on event website
- One social media post highlighting the event

***Are you looking to sponsor
Florida Future Chef in a
different way? Let us know!***

Contact Kallie Parker at
Kallie.Parker@fdacs.gov

**All contributions can be
financial or in-kind.**



ABOUT THE DIVISION OF FOOD, NUTRITION AND WELLNESS

The Florida Department of Agriculture and Consumer Services Division of Food, Nutrition and Wellness conducts, supervises and administers child nutrition and commodity food distribution programs that are carried out using state or federal funds. We provide outreach, guidance and training to child nutrition program sponsors, schools, school food service directors, parent and teacher organizations, and students about the benefit of fresh food produced in Florida. Our mission is to ensure that every child in Florida has access to a healthy, nutritious meal each day; increase awareness and consumption of Florida's agricultural commodities; reduce food insecurity among Florida's most vulnerable populations; and encourage healthy lifestyles among Florida residents.

WE LOOK FORWARD TO DISCUSSING MORE PARTNERSHIP DETAILS WITH YOUR ORGANIZATION.

CONTACT INFORMATION

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