



2023

Presented by



SEPTEMBER 23, 2023
HYATT REGENCY WAIKIKI BEACH

A Benefit for the Hawaii Restaurant Association
Educational Foundation

Supporting Hawaii's Future Culinary and Foodservice Workforce



Join us...

On behalf of our board of directors, volunteers, staff and beneficiaries of the Hawaii Restaurant Association Educational Foundation (HRAEF) we are thrilled to invite you to The Best of Hawaii's Best Kitchens (HBK) 2023 at the beautiful Hyatt Regency Waikiki pool deck, on Saturday, September 23, 2023.

We are fortunate for the 2nd year to be the beneficiary of this amazing annual event and we're so excited to share NEW Exclusive Sponsorship only perks to enhance your experience. Every sponsorship package this year will include a one (1) hotel room stay the night of Saturday, September 23 (Presenting and Platinum will receive two (2) hotel rooms the night of Saturday, September 23) at the Hyatt Regency Waikiki. We also added a special sponsor only pre-event reception from 5-6pm at the Kou Ballroom (2nd Floor), early access to the HBK event at the Hyatt Pool Deck from 6-7pm with reserved seating at the HBK Event.

Your gracious support allows our foundation to continue its mission to build the next generation of chefs, restaurateurs, and foodservice operators. Because of you we are able to reach over 1,500 students at 12 high schools from Hawaii Island, Maui and Oahu and we're growing! Since our inception our foundation has given nearly \$50,000 in school grants, teacher training/support, and annual scholarships to students pursuing their higher education in the culinary and restaurant field.

We hope to see you at Hyatt Regency Waikiki!



Nathan Okinaka
Chairman, HRAEF



SCHOOLS



James B. Castle High School

Oahu



W.R. Farrington High School

Oahu



Moanalua High School

Oahu



Roosevelt High School

Oahu



Kaiser High School

Oahu



Maui High School

Maui



Kohala High School

Big Island



Leilehua High School

Oahu



King Kekaulike High School

Maui



McKinley High School

Oahu



Pearl City High School

Oahu



Kahuku High & Intermediate School

Oahu

HAWAII RESTAURANT ASSOCIATION EDUCATIONAL FOUNDATION

MISSION - FOUNDED 2018

- A non-profit 501(c)(3) public charity created to enhance the restaurant and and hospitality industry in Hawaii through:
 - Educational programs
 - Industry engagement and internship/mentorship programs
 - Promotion of the industry to future generations
 - Investment in the hospitality leaders of tomorrow
 - Support at 12 high schools across the state

YOUR SUPPORT GOES TOWARDS

- Scholarships: Annual Scholarships awarded to high school and current college students pursuing education in hospitality. Since its inception we have provided nearly \$20,000 in scholarships
- Educator Support: Teacher resources, training programs, networking with other culinary educators and industry representatives
- Mentorship/Internship Programs
- School Grants: tailored support based on school's specific needs such as supplies, equipment, training programs, etc. Over \$10,000 given to schools in 2022-2023



Event Details

THE BEST OF HAWAII'S BEST KITCHENS 2023

- Annual event featuring Hawaii's Best Chefs and Restaurants on Hyatt Waikiki's pool deck
- Attracts over 700 food enthusiasts
- 13 Chefs will showcase a signature dish in a grazing cocktail style event
 - Restaurants include: Arancino Ristorante Italiano, Agar, Hyatt Waikiki, Maile's Thai Bistro, Pesca, Nami Kaze, Robata Jinya, Zigu, and others

MEDIA AND EVENT PARTNER

- Darrell J Chock founder of Viper Group Media created @hawaiisbestkitchens with 168k followers on social media
- Proven success in event marketing and production
- Strong media relationship to be used to spotlight event and your sponsorship



2023

Sponsorship Integration



EXCLUSIVE TITLE SPONSOR

- Tito's Handmade Vodka is the Exclusive Title Sponsor of The Best of Hawaii's Best Kitchens 2023 event and will receive multi-tiered benefits including, but not limited to:

ADVERTISING AND PROMOTIONAL

- Exclusivity in the Spirits category (no other sponsorship will grant exclusivity)
- Right to use Hawaii's Best Kitchens and HRAEF name for advertising and promotional material
- Opportunity to present remarks at event
- Named as Presenting sponsor of HBK Event and pre-event VIP reception "Tito's VIP Club"
- Inclusion in media appearances
- Logo inclusion on event step and repeat photowall
- Large Logo and Company Name placement included in all collateral materials: event communication, webpage, invitations/evites, event signage
- Social media recognition
- Newsletter advertisement opportunity

HOSPITALITY AND EVENT INTEGRATION

- Twelve (12) complimentary admissions to the Tito's VIP Club from 5-6pm at Hyatt's Kou Room
- Twelve (12) complimentary Elite tickets with **Reserved seating** to HBK Event
 - Includes One (1) hour early admission (6pm) to event and Two (2) Complimentary cocktails
- Two (2) Ocean View Hotel rooms the night of Sept. 23, 2023 at the Hyatt Regency Waikiki
- Opportunity to include material in Elite swag bag
- Multiple company acknowledgements at Event

INVESTMENT



PLATINUM

- Platinum sponsors of The Best of Hawaii's Best Kitchens 2023 event will receive multi-tiered benefits including, but not limited to:

ADVERTISING AND PROMOTIONAL

- Opportunity to present remarks at HBK event
- Logo featured at pre-event VIP reception "Tito's VIP Club"
- Inclusion in media appearances
- Logo inclusion on event step and repeat photowall
- Large Logo and Company Name placement included in all collateral materials: event communication, webpage, invitations/evites, event signage
- Newsletter advertisement opportunity
- Social media recognition

HOSPITALITY AND EVENT INTEGRATION

- Ten (10) complimentary admissions to the Tito's VIP Club from 5-6pm at Hyatt's Kou Room
- Ten (10) complimentary Elite tickets with **Reserved seating** to HBK Event
 - Includes One (1) hour early admission (6pm) to event and Two (2) Complimentary cocktails
- Two (2) Ocean View Hotel rooms the night of Sept. 23, 2023 at the Hyatt Regency Waikiki
- Opportunity to include material in Elite swag bag
- Multiple company acknowledgements at Event

INVESTMENT

\$7,000

GOLD

- Gold sponsors of The Best of Hawaii's Best Kitchens 2023 event will receive multi-tiered benefits including, but not limited to:

ADVERTISING AND PROMOTIONAL

- Logo and Company Name placement included in all collateral materials: event communication, webpage, invitations/evites, event signage
- Social media recognition

HOSPITALITY AND EVENT INTEGRATION

- Eight (8) complimentary admissions to the Tito's VIP Club from 5-6pm at Hyatt's Kou Room
- Eight (8) complimentary Elite tickets with **Reserved seating** to HBK Event
 - Includes One (1) hour early admission (6pm) to event and Two (2) Complimentary cocktails
- One (1) Waikiki View hotel room the night of Sept. 23, 2023 at the Hyatt Regency Waikiki
- Opportunity to include material in Elite swag bag
- Multiple company acknowledgements at Event

INVESTMENT

\$5,000

SILVER

- Silver sponsors of The Best of Hawaii's Best Kitchens 2023 event will receive multi-tiered benefits including, but not limited to:

ADVERTISING AND PROMOTIONAL

- Logo and Company Name placement included in all collateral materials: event communication, webpage, invitations/evites, event signage
- Social media recognition

HOSPITALITY AND EVENT INTEGRATION

- Five (5) complimentary admissions to the Tito's VIP Club from 5-6pm at Hyatt's Kou Room
- Five (5) complimentary Elite tickets with Reserved seating to HBK Event
 - Includes One (1) hour early admission (6pm) to event and Two (2) Complimentary cocktails
- One (1) Waikiki View hotel room the night of Sept. 23, 2023 at the Hyatt Regency Waikiki
- Opportunity to include material in Elite swag bag
- Multiple company acknowledgements at Event

INVESTMENT

\$3,000





Mahalo



The Hawaii Restaurant Association Educational Foundation is a 501(c)(3) non-profit public charity (EIN: 81-3445347).

Checks should be made payable to:
Hawaii Restaurant Association Educational Foundation
2909 Waialae Ave. #44
Honolulu, HI 96826

For more information, please contact Holly Kessler at holly.kessler@hraef.org or 808-650-2100.



The Best of Hawaii's Best Kitchens 2023

benefit for the Hawaii Restaurant Association Educational Foundation

Presented by

Tito's



Handmade
VODKA
AUSTIN • TEXAS

Hyatt Regency Waikiki Beach ~ Saturday, September 23, 2023

This letter confirms your participation in The Best of HBK 2023. This sponsorship agreement is on behalf of:

_____ (Print Company/Individual Name)

Sponsorship Level <i>(Check Below)</i>	Amount
<input type="checkbox"/> Platinum	\$7,000
<input type="checkbox"/> Gold	\$5,000
<input type="checkbox"/> Silver	\$3,000

Contact: _____ Title: _____

Address: _____

City, State, Zip: _____

Phone: _____ Email: _____

The Hawaii Restaurant Association Educational Foundation is a 501(c) (3) non-profit public charity (EIN: 81-3445347). Checks should be made payable to Hawaii Restaurant Association Educational Foundation, 2909 Waialae Ave. #44, Honolulu, HI 96826

For more information, please contact Holly Kessler at 808-650-2100 or email holly.kessler@hraef.org. Mahalo for your support!