



Military Hospitality Alliance

SPONSORSHIP LEVELS – MILITARY CULINARY COMPETITION (MCC) AND ENLISTED AIDE OF THE YEAR AWARD (EAOY)

In appreciation of your financial and equipment support we will provide at least the following incentives:

TOP LEVEL - \$7,500 AND UP

- Recognition as a Top Level Sponsor of both the Military Culinary Competition **AND** the Enlisted Aide of the Year Award
- Display tent at the MCC, if desired **AND** trade show table at Friday Food Service Seminar.(FSS)
- Your banner placed on your tent, at the MCC.
- Top Level placement on signage at the event
- Top Level sponsor recognition on the www.mhal.net web site
- Contact information for all team members at the culinary competition and attendees at the Food Service Seminar on Friday and EAOY Finalists.
- Recognition in any press releases relating to the event
- Introductions to prospective clients before, during and after the event, to the best of our ability
- On-stage for the presentation of the winners with photos
- Photo with the Washington Redskin Cheerleaders **AND** Miss DC (invited)

2nd Level - \$5,000 TO \$7,499

- Recognition as a 2nd Level Sponsor of both the Military Culinary Competition **AND** the Enlisted Aide of the Year Award
- Display tent at the MCC, if desired **AND** trade show table at Friday Food Service Seminar (FSS)
- Your banner placed prominently on the tent.
- 2nd Level placement on signage at the event
- 2nd Level sponsor recognition on the www.mhal.net web site
- Contact information for all team members at the culinary competition and attendees at the Food Service Seminar on Friday and EAOY Finalists.
- Recognition in any press releases relating to the event
- Introductions before, during and after the event, to the best of our ability
- Photo with the Washington Redskin Cheerleaders **AND** Miss DC (invited)

3rd Level - \$2,000 TO \$4,999

- Recognition as a 3rd Level Sponsor of both the Military Culinary Competition **AND** the Enlisted Aide of the Year Award
- Trade show table at Friday Food Service Seminar (FSS)
- 3rd Level placement on signage at the event
- 3rd Level sponsor recognition on the www.mhal.net web site
- Contact information for all team members at the culinary competition and attendees at the Food Service Seminar on Friday
- Recognition in any press releases relating to the event
- Photo with the Washington Redskin Cheerleaders **AND** Miss DC (invited)

4th Level - \$500 TO \$1,999

- Recognition as a 3rd Level Sponsor of **EITHER** the Military Culinary Competition **OR** the Enlisted Aide of the Year Award
- 4th Level placement on signage at theMCC
- 4th Level sponsor recognition on the www.mha1.net web site
- Recognition in any press releases relating to the event you are sponsoring (MCC or FSS)
- \$250 discount on trade show table at the Friday Food Service Seminar (FSS)
- The closer you get to \$2,000 the more benefits we may be able to add, on a case by case basis that floats your boat.

DETAILS

The **Military Hospitality Alliance (MHA)** is the sponsoring organization of both events. Founded in 2002 in order to focus on issues important to military personnel, MHA's membership stands at 200. Membership is currently free and open to all sponsors. The President is SMSgt (sel) Damion Peterson, who works for a General at Wright Patterson Air Force Base.

Military Culinary Competition (MCC) - For 3 years this event was held at the Maryland Restaurant Association trade show, skipping one year, we then moved to 8th Street in Washington, DC, outside Marine Barracks, where we will now celebrate our 8th event. The event chairman is MGySgt Jesus Camacho, who is in responsible for the Marine Aide program.

The 2010 Press Release lists the winners and the prizes they receive. The reason we are part of the Fall Festival, in the middle of the street, is so that civilians will gain an appreciation for the talented military cooks – over 9000 attendees will witness the event. We are working on the celebrity chefs for 2011, but in 2010 we had Chef Paul Prudhomme, 11-year White House Chef Walter Scheib, and Executive Chefs from the Capital Grille DC and New York City restaurants. The Commandant of the Marine Corps or other high ranking General is always on hand for the event.

MHA's largest expenses include \$7,000 in prize money for the winning teams, hired Marine Corps personnel at the event, food, tents, supplies, city fees to close the street and other smaller expenses. We run lean, but obviously costs money to do. Thus we need your help. Your funds and our work and it will be another wonderful year.

Enlisted Aide of the Year Award (EAOY) – Also founded in 2003, this is the 9th year for this award. The Office of the Secretary of Defense will solicit the applications and submit one finalist per service to the MHA selection board, which is Chaired by a General or Admiral. The award has become the feature of a fabulous dinner called "The USO Salute to Military Chefs," which is attended by 160 very senior military officers and guests. Held at the Ritz-Carlton in Pentagon City, this gala event is THE place to be on that night in DC. The winner receives \$1000 and each of the runners-up receives \$500. Additionally each finalist will receive a \$1,500 scholarship from the New England College of Business and Finance (NECB) and a week at the Culinary Institute of America (CIA).

The Chairperson is SMSgt Lori Kelly, program manager for the Air Force Enlisted Aides. MHA's expense for this event is limited to the \$4,000 in prize money for the finalists.

Checks made out to MHA can be sent to TSgt Rhodello Nuval, 170 Foulis Drive, Dayton, OH 45431 .

Ed Manley
Founder and Coordinator of Events

MHA Tax ID – 68-0514380

It is the mission of this organization to directly address the issues important to all cooks, bakers, chefs, hospitality workers and managers in the Armed Forces of the world.

MHA, 2609 Surfwood Drive, Las Vegas, NV 89128
Phone: 702-430-9217 Fax: 702-430-9223 Website: www.MHA1.net