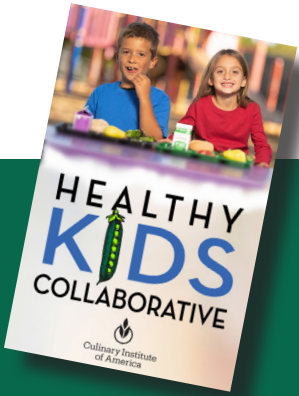




# HEALTHY KIDS COLLABORATIVE

A National Initiative to Advance  
Culinary-Driven, Healthy, Flavorful Foods for Kids

Annual Meeting  
December 5 - 7, 2023  
CIA at Copia, Napa, CA



[www.CIAHealthyKids.com](http://www.CIAHealthyKids.com)

## ANNUAL CORPORATE MEMBERSHIPS

THE CULINARY INSTITUTE OF AMERICA'S Healthy Kids Collaborative is a year-round, invitational initiative designed to both accelerate innovation and deepen technical and professional expertise in K-12 school food. It is a unique and focused multi-year collaboration between school nutrition professionals, school chefs, suppliers, and other stakeholders to create and promote culinary driven, healthier foods for kids. The calendar of engagement for corporate members starts in August and continues through the conclusion of the following school year.

We invite you to become a member of this initiative that is accelerating the pace of healthy menu R&D and innovation in the K-12 school nutrition sector.

Support levels for the **2023-24 Healthy Kids Collaborative** are summarized below.

SUPPORT LEVEL	FEE
Premier Gold Corporate Membership	\$35K
Premier Silver Corporate Membership	\$25K
Associate Corporate Membership	\$15K

*Specific opportunities and benefits for each level are outlined on the following pages.*

*The Culinary Institute of America also welcomes support through academic grants.*

## PREMIER GOLD CORPORATE MEMBERSHIP

**\$35,000**

- ❖ A maximum of two (2) opportunities are available at the Premier Gold level.
- ❖ An annual membership runs from September 1 through August 31.
- ❖ Sponsor a 30-minute, educational, non-commercial presentation to the entire collaborative on a topic such as research on children's eating habits, taste preferences, and/or behavioral change; flavor/technique discovery; or culinary/menu strategies for the school foodservice segment.
- ❖ The CIA will present a list of topics that align with the CIA's Menus of Change Principles of Healthy, Sustainable Menus (available at [www.menusofchange.org](http://www.menusofchange.org)) for the sponsor to choose from by July 10, 2023. Speaker must be appropriate and approved by the CIA.\*
- ❖ Opportunity to organize and host a webinar (up to 60 minutes) for Healthy Kids Collaborative members. The CIA will invite collaborative members to join this educational webinar, giving our Premier Silver Corporate Member an opportunity to engage earlier in the calendar year prior to the December meeting. Suggested topics for the webinar include trends or culinary innovation strategies in K-12.
- ❖ Opportunity for three corporate member representatives to attend the annual member meeting. (*We highly recommend at least one representative is from culinary or R&D/new product development.*)
  - o Seventh annual meeting of Collaborative: December 5-7, 2023 at CIA, Copia (CA)
- ❖ Participate in the Corporate Member Speed Solutions Exchange. During the opening reception, each corporate member will be seated at a table where operator members will rotate through for fast paced introductions and discussions of future collaborations.
- ❖ Participate in the Wednesday Walk-Around Lunch. Each Premier Gold Corporate Member will have a dedicated table at the Wednesday walk-around lunch, where you can distribute product literature and offer product tastes as well as be part of a CIA culinary presentation.
- ❖ Participation in an interactive hands-on kitchen session with highlighted product inclusion. Premier Corporate Members (only) are guaranteed product inclusion in this interactive, participatory session.
- ❖ Participation in Recipe Development and Testing Opportunity. Corporate Members will be paired with a school district to develop 2-3 menu items for testing in the school district. After the test, recipes and the data collected will be shared via Google Drive or HKC Website. Premier Corporate Members will have their first selection of school pairings from a list of interested operators.
- ❖ Organization logo and link on CIAHealthyKids.com website, associating your brand with valuable digital media content and resources that will be shared with K-12 foodservice on the web.
- ❖ Corporate members' products are used in the F&B plan for the member meeting where possible.
- ❖ Corporate members are also invited to participate in member conference calls and working groups.

*\* This opportunity is open to government agencies, trade organizations, and private companies where the interests of the organization directly coincide with CIA collaborative planning efforts with respect to presentation content and tone. These presentations are mainly a branding opportunity, cannot be single-product specific, and must be broad in their appeal. Appropriateness of program content will be determined by the CIA in conjunction with the Collaborative's co-chairs. These opportunities must be confirmed with proposed speaker no later than August 27, 2023.*

*PowerPoint presentations and talking points must be submitted to the CIA for approval by October 22, 2023. The CIA will formally approve or request edits within 2 weeks, by November 5, 2023. Corporate member must then submit final PPT and/or talking points no later than November 12, 2023.*

## **PREMIER SILVER CORPORATE MEMBERSHIP**

**\$25,000**

- ❖ A limited number of opportunities are available at the Premier Silver level.
- ❖ An annual membership runs from September 1 through August 31.
- ❖ Opportunity for three corporate member representatives to attend the annual member meeting. *(We highly recommend at least one representative is from culinary or R&D/new product development.)*
  - o Seventh annual meeting of Collaborative: December 5-7, 2023 at CIA, Copia (CA)
- ❖ Opportunity to organize and host a webinar (up to 60 minutes) for Healthy Kids Collaborative members. The CIA will invite collaborative members to join this educational webinar, giving our Premier Silver Corporate Member an opportunity to engage earlier in the calendar year prior to the December meeting. Suggested topics for the webinar include trends or culinary innovation strategies in K-12.
- ❖ Participate in the Corporate Member Speed Solutions Exchange. During the opening reception, each corporate member will be seated at a table where operator members will rotate through for fast paced introductions and discussions of future collaborations.
- ❖ Participate in the Wednesday Walk-Around Lunch. Each Premier Silver Corporate Member will have a dedicated table at the Wednesday walk-around lunch, where you can distribute product literature and offer product tastes as well as be part of a CIA culinary presentation.
- ❖ Participation in an interactive hands-on kitchen session with highlighted product inclusion. Premier Corporate Members (only) are guaranteed product inclusion in this interactive, participatory session.
- ❖ Participation in Recipe Development and Testing Opportunity. Corporate Members will be paired with a school district to develop 2-3 menu items for testing in the school district. After the test, recipes and the data collected will be shared on the HKC Website. Premier Corporate Members will have their first selection of school pairings from a list of interested operators.
- ❖ Organization logo and link on CIAHealthyKids.com website, associating your brand with valuable digital media content and resources that will be shared with K-12 foodservice on the web.
- ❖ Corporate members' products are used in the F&B plan for the member meeting where possible.
- ❖ Corporate members are also invited to participate in member conference calls and working groups.

## **ASSOCIATE CORPORATE MEMBERSHIP**

**\$15,000**

- ❖ An annual membership runs from September 1 through August 31.
- ❖ Participation in Recipe Development and Testing Opportunity. Corporate Members will be paired with a school district to develop 2-3 menu items for testing in the school district. After the test, recipes and the data collected will be shared on the HKC Website.
- ❖ Opportunity for two corporate member representatives to attend the annual member meeting. *(We highly recommend at least one representative is from culinary or R&D/new product development.)*
  - o Seventh annual meeting of Collaborative: December 5-7, 2023 at CIA, Copia (CA)
- ❖ Participate in the Corporate Member Speed Solutions Exchange. During the opening reception, each corporate member will be seated at a table where operator members will rotate through for fast paced introductions and discussions of future collaborations.
- ❖ Participate in the Wednesday Evening Networking Reception. Each Associate Corporate Member will share a table with one other non-competing, compatible corporate member at the walk-around reception, where you can distribute product literature and offer product tastes as well as be part of a CIA culinary presentation (one dish that includes products from each of the table's two sponsors).
- ❖ Participation in an interactive hands-on kitchen session. Product inclusion in this participatory, interactive session is possible but not guaranteed at this level.
- ❖ Organization logo and link on CIAHealthyKids.com website, associating your brand with valuable digital media content and resources that will be promoted to K-12 foodservice on the web.
- ❖ Corporate members' products are used in the F&B plan for the member meeting where possible.
- ❖ Corporate members are also invited to participate in member conference calls and working groups.

### SUMMARY OF CORPORATE MEMBERSHIP OPPORTUNITIES

	Premier Gold Corporate Membership	Premier Silver Corporate Membership	Associate Corporate Membership
<b>Corporate Membership Fee</b>	\$35,000	\$25,000	\$15,000
<b>30 Minute Presentation Opportunity During Meeting</b>	✓		
<b>Opportunity to Host an Educational Webinar</b>	✓	✓	
<b>Tuesday Evening Corporate Member Speed Solutions Exchange</b>	✓	✓	✓
<b>Wednesday Walk Around Lunch</b>	✓ Own Table	✓ Own Table	✓ Shared Table
<b>Interactive Hands-On Kitchen Session</b>	✓ Guaranteed Product Inclusion	✓ Guaranteed Product Inclusion	✓
<b>Recipe Development &amp; Testing</b>	✓ 1st Choice of Participating Operators	✓ 1st Choice of Participating Operators	✓
<b>Website Recognition</b>	Logo & Link	Logo & Link	Logo & Link
<b>Participation in Conference Calls &amp; Working Groups</b>	✓	✓	✓
<b>Meeting Registrations</b>	3	3	2



## TAKE THE LEAD

*Join the world's premier culinary college in leading the future of foodservice. For more information, please contact:*

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