



ABOUT HCF

Founded in 2001, the Hospitality Charitable Foundation (HCF) was established as a forum for Las Vegas hospitality leaders to share ideas, knowledge, and experience to strengthen and unify the local industry. Today, HCF is comprised of top executives from the food, beverage, and hospitality sectors who are committed to giving back. Through mentorship, education, and charitable support, HCF connects the hospitality industry with the broader community, empowering future leaders and fostering lasting impact across Southern Nevada.

FUTURE LEADERS OF HOSPITALITY PROGRAM

- HCF Board Members mentor UNLV students throughout college with monthly one-on-one guidance.
- Builds leadership, career skills, and hands-on hospitality experience through M.E.N.U.S. event execution.
- Awards up to \$38,000 in scholarships to bridge financial gaps and support academic success.
- Empowers resilient, high-potential students to become the next generation of hospitality leaders.
- Provides comprehensive workforce development, including university scholarships (tuition and books), personalized mentoring, networking opportunities, leadership training, and etiquette development.

DID YOU KNOW?

- HCF has given \$2.4 million to Clark County Students through HCF scholarship funds. Our first scholarship was awarded in 2004. This year, HCF funds are awarding 27 students full-ride scholarships. This includes tuition, books, and fees. HCF has over 200 books in our lending library. CCSD students have a four-year graduation rate of just 24 percent. In recent years, HCF's college graduation rate has been an astounding 85%.
- Our 2025 class of recipients is comprised of 10 promising students from different CCSD high schools. Our incoming class has an average high school GPA of 4.23.
- All students maintain a minimum 3.0 GPA. Last semester's average GPA was an impressive 3.60.
- All HCF students are currently attending UNLV's William F. Harrah College of Hospitality.
- HCF has come full circle with alumni, Martha Morales, joining the HCF board in 2016 and most recently Vildan Buric in 2022.
- HCF partners with local organizations to support our students like Dress for Success, Tiger Todd HERO Foundation, Cultural Diversity Foundation, Public Education Foundation, Las Vegas Motor Speedway Children's Charities, and UNLV's Student Support Services.
- HCF graduates are climbing the corporate ladder. We have graduates in roles of Resorts World Las Vegas, The Venetian Resort & Casino, Wynn Resorts; Valley Forge Casino Resort, Boyd Gaming, Allegiant Stadium, The Signature MGM, Waldorf Las Vegas, Uncommons, Golden Entertainment, MGM Event Production, Freeman, Aristocrat, Fontainebleau, MC2 MGM Grand, Buzz, Bazaar Meats, Affinity Gaming, Virgin Hotels, and Red Rock Casino just to name a few.

M.E.N.U.S.

2025-2026 EXECUTIVE COMMITTEE

CHAIRMAN: Tom Gorbali
Sunset Station Hotel and Casino

SECRETARY: Alyssa Mendes
Rio Las Vegas

PRESIDENT: Michael Kennedy
South Point Hotel, Casino & Spa

TREASURER: Kevin R. Ball
Fontainebleau Las Vegas

VICE-PRESIDENT: Megan Archambeault
MGM Grand, The Signature at MGM Grand, New York-New York, and the Excalibur Hotel & Casino

EXECUTIVE DIRECTOR: Melissa Arias
Hospitality Charitable Foundation

VICE-PRESIDENT: Anthony Olheiser
Fontainebleau Las Vegas

DIRECTOR OF OPERATIONS: Chris Alfieri
Hospitality Charitable Foundation

BOARD OF DIRECTORS AND MEMBERS

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Edison Interactive

Angela Price

Informa Markets

Bruce Belcher

Southern Glazer's Wine, Spirits & Beer of Nevada

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Palms Casino Resort

James McBride Jr.

MGM Grand Hotel & Casino, The Signature, New York New York Hotel & Casino, Excalibur Hotel & Casino, and Shadow Creek

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Lesley Bowman

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Casa Bonita Denver

Nick Trujillo

Vegas Golden Knights

Robert Chiti

Tao Group Las Vegas

Sherri Sosa

MGM Resorts International

Travis Hackney

Sysco

Vildan Buric

Resorts World Las Vegas

HONORARY MEMBERS

Alexis Meruelo

Chief Vision and Purpose Officer, Meruelo Group

David Cárdenas

Dean, William F. Harrah College of Hospitality

David Hoenmeyer

Chief Operating Officer, Seminole Gaming

Martha Morales

VP & General Manager at Valley Forge Casino Resort, Boyd Gaming



ABOUT M.E.N.U.S.

To support the Future Leaders of Hospitality Program, HCF holds an annual dine-around every fall that has quickly become one of the most popular events on Las Vegas' social calendar. M.E.N.U.S. is hosted by one of the city's world-class resorts and features deluxe dining stations offering gourmet bites from some of the finest restaurants in town along with premium beverages and spirits. Guests will also enjoy live entertainment, a silent auction, and more. HCF students themselves are tasked with executing event responsibilities for M.E.N.U.S. This opportunity allows the students to gain hands-on experience while getting the once in a lifetime opportunity to meet and mingle with leaders from Las Vegas' hospitality industry.

PAST HONOREES

2024 - Sean DiCicco, Corporate VP of F&B for Invited & Past HCF President
2023 - Cynthia Kiser Murphey, General Manager of Palms Casino Resort
2022 - The Meruelo Family, Owners of SAHARA Las Vegas
2021 - Wayne Newton, Legend, Icon, and Performer
2019 - The Brady Family, Brady Industries
2018 - Don & Lorie Forman, United Nissan
2017 - Hubert Keller, Celebrity Chef & Restaurateur
2016 - Bill Foley III, Majority Owner of the Las Vegas Golden Knights and Founder & Managing Partner of Foley Family Wines
2015 - Chuck Bowling, President and COO of Mandalay Bay Resort and Casino and Delano Las Vegas
2014 - David Hoenemeyer, Regional President of Caesars Entertainment: Bally's, Paris and Planet Hollywood Hotel & Casino
2013 - Renee West, Chief Operating Officer, Luxor and Excalibur Hotel & Casinos

2012 - James E. Rogers, Founder/Owner of Intermountain West Communications Company
2011 - 10 Year Anniversary – Honoring the HCF students of past, present and future
2010 - Anthony A. Marnell II, Founder, CEO, Chairman of the Board of Marnell Corrao Associates, Inc.
2009 - Vegas PBS
2008 - Lon Kruger, Head Coach, UNLV Men's Basketball
2007 - Andre Agassi, Founder, Andre Agassi Charitable Foundation
2006 - Gary Loveman, Chairman, President and CEO of Harrah's Entertainment
2005 - Jim & Heather Murren, Co-Founders, Nevada Cancer Institute
2004 - Wallace R. Barr, Former President and CEO, Caesars
2003 - Kenny C. Guinn, Governor, State of Nevada
2002 - J. Terrence Lanni, Chairman of the Board and CEO for The Mirage Hotel & Casino

Honorees are listed with job position at the time of event.

PAST PERFORMERS

Zowie Bowie (2021) • Smash Mouth (2019) • Mat Kearney (2018) • Everclear (2017) • Gin Blossoms (2016)
 Zac Brown Band (2014) Jabbawockeez (2013) • Counting Crows (2012) • Lifehouse (2011) • Train (2010)
 Al Green (2009) • Sara Bareilles (2008) • Chicago (2007) Stevie Nicks (2006) • Sheryl Crow (2005)

WHY YOU SHOULD GET INVOLVED

M.E.N.U.S. continues to grow every year, drawing more than 1,200 influential guests, including over 400 VIPs, and earning national exposure. Sponsoring M.E.N.U.S. is a premier opportunity to showcase your brand to a powerful audience and connect directly with leaders, decision-makers, and influential professionals in the hospitality industry. It's the perfect setting to build relationships, promote your business, and align with the future of hospitality.

To learn more about sponsorship and donation opportunities, please see the sponsorship page, visit www.hcflv.org or contact Melissa Arias at 702.932.5098 or melissa@hcflv.org.

* SPONSORSHIP LEVELS

PRESENTING

\$100,000

Your \$100,000 donation is the equivalent of providing three HCF students' full ride tuition scholarships to UNLV for four years.

- **VIP entry for 50** and a VIP reserved lounge area at M.E.N.U.S.
- **Mentorship Matters*- VIP table for 10** and full-page, prominently displayed, color ad in event program
- Luxe beverage service at private VIP area in M.E.N.U.S.
- Early registration and access to the VIP entry party
- One suite at venue- event night only
- Booth/display opportunities
- Industry exclusivity
- Premier logo placement on HCF website homepage and emailed newsletters
- Prominent logo featured throughout the event
- Complimentary VIP table for you and your guests at the official M.E.N.U.S. after-party invitation**
- Logo on all event promotional materials, save the date email and invitation
- Company or family named scholarship
- Naming opportunity- Company name becomes a part of the M.E.N.U.S. marquee. Example: "Hospitality Charitable Foundation's M.E.N.U.S. presented by Your Corporation"

PLATINUM SCHOLARSHIP

\$50,000

Your \$50,000 donation is the equivalent to providing two HCF students with tuition, books, and fees to UNLV for four years.

- **VIP entry for 35** and a VIP reserved lounge area at M.E.N.U.S.
- **Mentorship Matters*- VIP table for 10** and full-page, prominently displayed, color ad in event program
- Luxe beverage service at private VIP area in M.E.N.U.S.
- Early registration Early registration and access to the VIP entry party
- One suite at venue- event night only
- Booth/display opportunities
- Premier logo placement on HCF website and emailed newsletters
- Prominent logo featured throughout the event
- Complimentary VIP table for you and your guests at the official M.E.N.U.S. after-party
- Logo on all event promotional materials, save the date email and invitation

GOLD SCHOLARSHIP

\$35,000

Your \$35,000 donation is the equivalent of sending an HCF student to UNLV for four years, complete with tuition, books, and fees.

- **VIP entry for 25** and a VIP reserved lounge area at M.E.N.U.S.
- **Mentorship Matters*- VIP invitation for 4** and full-page, prominently displayed, color ad in event program
- Luxe beverage service at private VIP area in M.E.N.U.S.
- Early registration and access to the VIP entry party
- Name recognition on event website and emailed newsletters
- Significant logo featured throughout the event
- Complimentary VIP table for you and your guests at the official M.E.N.U.S. after-party
- Logo on all event promotional materials

SILVER SCHOLARSHIP

\$15,000

Your \$15,000 donation is the equivalent of sponsoring two HCF students' tuition to UNLV for one year.

- **Entry for 20 into M.E.N.U.S.**
- **Mentorship Matters*- Invitation for 2** and half-page ad in event program
- Name recognition on website and on emailed newsletters
- Early registration and access to the VIP entry party
- Complimentary access into the official M.E.N.U.S. after-party
- Logo recognition at event

BRONZE SCHOLARSHIP

\$5,000

Your \$5,000 donation is the equivalent of contributing to one HCF student's tuition to UNLV for one year.

- **Entry for 10 into M.E.N.U.S.**
- **Mentorship Matters*- Invitation for 2** and name recognition in event program
- Complimentary access into the official M.E.N.U.S. after-party
- Name recognition on website and emailed newsletters

INDIVIDUAL TICKET

\$500

- **Entry for 1** to the dine-around & after-party

*Mentorship Matters VIP event to take place in winter 2026.

**If commitment is made prior to printing deadline.

M.E.N.U.S.

* SPONSORSHIP DONATION FORM

Net proceeds will benefit the Hospitality Charitable Foundation and its program recipients.
Please purchase your sponsorship at www.hcflv.org or complete this form, enclose payment and return to:

Hospitality Charitable Foundation

6765 S. Eastern Avenue, Suite 1 Las Vegas,
NV 89119

For more information contact Melissa Arias at 702.932.5098 or via email at Melissa@hcflv.org.

Name: _____

Company Name: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

This donation is: ☐ Corporate ☐ Personal

Donation amount: ☐ \$100,000 ☐ \$50,000 ☐ \$35,000 ☐ \$15,000
☐ \$5,000 ☐ \$500 Total number of tickets _____

Total amount to be charged: _____

I'm unable to attend, but enclosed is my donation of: _____

Please bill my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

Card Number: _____ Exp. Date: _____

Name as it appears on card: _____ CSV Number: _____

Please make checks payable to **Hospitality Charitable Foundation**.

To purchase online, please visit www.hcflv.org or scan on the QR code below



The Hospitality Charitable Foundation is a 501(c)(3) Non-Profit Organization.

Tax ID 88-0514126.

M.E.N.U.S.

* SILENT AUCTION ITEM DONATION FORM

Net proceeds will benefit the Hospitality Charitable Foundation and its program recipients. Please purchase your sponsorship at www.hcflv.org or complete this form, enclose payment and return to:

Hospitality Charitable Foundation

6765 S. Eastern Avenue, Suite 1
Las Vegas, NV 89119

For more information contact Chris Alfieri at 702.932.5098 or via email at Christopher@hcflv.org.

Donor: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

This donation is: ☐ Corporate ☐ Personal

****IF APPLICABLE- PLEASE ENSURE EXPIRATION DATE IS OCTOBER, 1, 2026.****

Fair market or retail value of donation: _____

Description of donation: _____

Please state any limitations, special restrictions, or blackout dates: _____

*Please provide us with a high-resolution image of either the item or your logo for use in the silent auction presentation. *Please include any display materials, brochures, menus, etc.

All items for inclusion must be submitted by October 1, 2025

☐ I am not donating a silent auction item, however, I would like to contribute \$ _____

☐ Gift certificate is enclosed.

☐ Item/gift certificate has already been provided to an Hospitality Charitable Foundation representative.

☐ Regarding item drop off/pick-up. Please have someone contact me at _____

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Tax ID 88-0514126.

M.E.N.U.S.



HCF Students are an Investment Worth Making

Here are a few ways you can make an impact in our community:

Inspire:

- Host a Coffee & Conversation/Lunch & Learn for HCF students
- Offer a job or internship opportunity, either locally or abroad
- Provide a unique, one-in a lifetime experience that will broaden their outlook on life like SAHARA Care's Career Education Experience

Participate:

- Golf: Purchase a sponsorship or golf foursome starting at \$1,000
- Strikes for Scholarships: Get together a few friends and purchase a lane for \$150
- MENUS: Sponsorships starting at just \$5,000 or donate an item for the silent auction
- Participate in our Betting on Bright Futures Poker Tournament

Cause Marketing:

- Offer a Wine or Drink of the Month promotion
 - A portion of proceeds from each bottle, drink, item sold goes back to HCF
- Host a Third-Party Event- If your business or organization hosts an annual event that generates funds, consider donating a portion of the proceeds

Goods:

- Donate a silent auction item
- Donate a product that will help a student on their academic or professional path: laptops, suits, ties, gas cards, etc.

M.E.N.U.S.



WINE OF THE MONTH PROGRAM

Great Wine. Great Value. Great Cause.

How Restaurants Can Participate:

1. **Partner** with a distributor to select a red and white wine.
2. **Set** a price point that fits your menu and clientele.
3. **Promote** the wine with special menu notes and signage
4. **Track** sales and leave the donation process to the distributor.
5. **Celebrate** success by sharing your impact with customers!



For **every** featured bottle sold, **\$1 is donated to HCF.**

Guests enjoy amazing wine, **venues** delight their customers, **and distributors** share incredible wines.

Strengthen your brand as a community partner.



Hospitality Charitable
Foundation

For more information contact Michael Kennedy at:

kennedym@southpointcasino.com