



Sponsorship *Opportunities*



Hospitality Charitable
Foundation

Hospitality Charitable Foundation **M.E.N.U.S.**

Mentoring & Educating Nevada's Upcoming Students

For 25 years, Hospitality Charitable Foundation has transformed lives through mentorship, education, and opportunity. Join us as we reflect on our legacy, celebrate the impact of our students and alumni, and look ahead to the future we continue to build together.



WHY YOU SHOULD

Get Involved

Your support fuels scholarships, mentorship, and hands-on training for the next generation of hospitality leaders. Together, we create lasting change.

- hcfnv.org
- (702) 555-0100
- info@hcllv.org

MENTORING • SCHOLARSHIP • LEADERSHIP • SUPPORT

About M.E.N.U.S.



Proceeds Benefiting the
Future Leaders of Hospitality Program

HCF's annual M.E.N.U.S. event is one of Las Vegas' most anticipated culinary experiences, bringing together the city's hospitality leaders, top restaurants, and influential guests for an unforgettable evening that supports the next generation of hospitality professionals.

Proceeds benefit the Future Leaders of Hospitality Program, providing students with mentorship, education, and real-world experience that prepares them for long-term success.



25+

Years of Impact



1,200+

Influential Guests



400+

VIPs in Attendance



Top

Restaurants & Beverages



HCF

Students Gain Experience

TOGETHER, WE
ARE BUILDING
THE FUTURE OF
HOSPITALITY.

PAST HONOREES

- 2025 San Manuel Gaming and Hospitality Authority
- 2024 Sean DiCicco, Corporate VP of F&B for Invited & Past HCF President
- 2023 Cynthia Kiser Murphey, General Manager of Palms Casino
- 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

- 2013 Renee West, Chief Operating Officer, Luxor and Excalibur
- 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, 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 CEO of Harrah's Entertainment
- 2005 Jim & Heather Murren, Founders, Nevada Cancer Institute
- 2004 Wallace R. Barr, President and CEO, Caesars
- 2003 Kenny C. Guinn, Governor, State of Nevada
- 2002 J. Terrence Lanni, Chairman and CEO for The Mirage



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

A Message From

Our President

On behalf of the Hospitality Charitable Foundation, thank you for your interest in supporting M.E.N.U.S. 2026: Reflections – 25 Years of Impact.



For twenty-five years, HCF has united leaders from across Las Vegas' hospitality community to invest in the next generation through mentorship, education, and opportunity. What began as a vision to strengthen and support our industry has evolved into a life-changing program that has awarded millions in scholarships, connected students with influential mentors, and created meaningful career pathways for future hospitality leaders.

M.E.N.U.S. is more than an event. It is a reflection of the relationships, generosity, and collaboration that define our industry. Each year, our students play an active role in producing this experience alongside hospitality professionals, gaining invaluable real-world exposure while building confidence, leadership skills, and lifelong connections.

As we celebrate our 25th anniversary, we reflect not only on the impact made over the years, but also on the future we continue to build together. Your partnership directly supports students pursuing careers in hospitality and helps ensure they have the resources, mentorship, and experiences needed to succeed.

We are grateful for your consideration and look forward to celebrating this milestone year with you.

With appreciation,

Michael Kennedy
President, Hospitality Charitable Foundation



Hospitality Charitable
Foundation



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.



MENTORSHIP

One-on-one guidance from hospitality leaders throughout college.



SCHOLARSHIPS

Up to \$38,000 in scholarships awarded to promising students.



WORKFORCE DEVELOPMENT

Career skills, leadership training, etiquette, and real-world experience.

By the Numbers



\$2.4M

INVESTED IN STUDENTS



85%

COLLEGE GRADUATION RATE



32

SCHOLARSHIPS AWARDED THIS YEAR



525+

MENTORING HOURS



3.60

AVERAGE GPA LAST SEMESTER

Who We Are

EXECUTIVE COMMITTEE

PRESIDENT: Michael Kennedy

South Point Hotel, Casino & Spa

CHAIRMAN: Tom Gorbali

Sunset Station Hotel and Casino

VICE-PRESIDENT: Marti Winer

Hosts Global

VICE-PRESIDENT: Kaitlin Molina

Caesars Entertainment

SECRETARY: Alyssa Mendes

Rio Las Vegas

TREASURER: Kevin R. Ball

Genting Group dba Resorts World

EXECUTIVE DIRECTOR: Melissa Arias

Hospitality Charitable Foundation

DIRECTOR OF OPERATIONS: Chris Alfieri

Hospitality Charitable Foundation

HONORARY MEMBERS

Alexis Meruelo

Chief Vision and Purpose Officer, Meruelo Group

David Cárdenas

Dean, William F. Harrah College of Hospitality

David Hoenemeyer

Chief Operating Officer, Seminole Gaming

Martha Morales

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

Sean DiCicco

Corporate SVP of Food & Beverage, Invited Clubs

Stowe Shoemaker

University of Nevada, Las Vegas

BOARD OF DIRECTORS

Amber Jung

Edison Interactive

Angela Price

Informa Markets

Ashlen Manos

Boyd Gaming

Bruce Belcher

Southern Glazer's Beverage Company

Bryan Fyler

The Venetian Resort Las Vegas

Colleen Birch

Hospitality Charitable Foundation

Debby Felker

BUZZ LLC

Greg Van Stone

Palms Casino Resort

James McBride Jr.

Mandalay Bay Resort and Casino

Ken Johnson

Four Queens Hotel & Casino, Binion's Gambling Hall

Lee Nakahara

The Cosmopolitan of Las Vegas

Lesley Bowman

Elite Golf Management

Maggie Jackson

Freeman

Megan Archambeault

MGM Resorts International - South Portfolio

Nick Trujillo

The Sphere

Robert Chiti

Tao Group Las Vegas

Sherri Sosa

Hard Rock Hotel & Casino

Travis Hackney

Sysco

Vildan Buric



Sponsorship *Levels*

	PRESENTING	PLATINUM	GOLD	SILVER	BRONZE
	\$100,000	\$50,000	\$35,000	\$15,000	\$5,000
	Naming opportunity become part of the M.E.N.U.S. marquee and an official named scholarship	Equivalency of Full-Ride Four Year Scholarship + HCF Mentoring program	Equivalency of sending an HCF student to UNLV for four years, complete with tuition, books, and fees.	Equivalency of sponsoring two HCF students' tuition to UNLV for one year	Equivalency of contributing to one HCF student's tuition to UNLV for one year.
VIP Early Entry & Party	VIP Entry for 50	VIP Entry for 35	VIP Entry for 25	Purchaser + one guest (2)	
VIP Reserved Lounge Access with Luxe Beverage Service	●	●	●		
Guests Included	Up to 50 <i>VIP Credentials</i>	Up to 35 <i>VIP Credentials</i>	Up to 25 <i>VIP Credentials</i>	20 Guests	10 Guests
Booth/Display Opportunities	Includes VIP reception + lounge	Includes VIP reception + lounge	Includes VIP reception + lounge	●	●
VIP Table at Official After-party	●	●	●	After-party access	After-party access
Promotion Material Recognition	Logo on all promotional materials + invitation	Logo on all promotional materials + save the date email	Logo on all promotional materials		
Event Branding & Recognition	Prominent VIP logo featured throughout the event	Premier VIP logo featured throughout the event	Prominent VIP logo featured throughout the event	Logo recognition at the event	Logo featured throughout the event
Virtual Recognition	Premier logo placement + HCF homepage	Premier logo placement website + newsletters	Significant logo placement + newsletters	Logo recognition virtually + newsletter	Logo recognition on newsletter
Mentorship Matters	Mentorship Matters-VIP table for 10 and full-page, prominently displayed, color ad in event program	Mentorship Matters-VIP invitation for 4 and full-page, color ad in event program	Mentorship Matters-Invitation for 2 and half-page ad in event program	Mentorship Matters-Invitation for 2 and logo recognition in event program	Mentorship Matters-Invitation for 2 and logo recognition in event program

Individual Ticket Entry for 1 to the dine-around + after-party - \$500

*Benefits are cumulative by level. Mentorship Matters VIP event to take place in winter 2027.
**If commitment is made prior to printing deadline.



SILENT AUCTION + SPONSORSHIP *Donation Form*

CONTACT INFORMATION

Donor: _____

Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

This Donation is: Personal Corporate

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:

Please make checks payable to Hospitality Charitable Foundation.

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.

****IF APPLICABLE- PLEASE ENSURE EXPIRATION DATE IS OCTOBER, 1, 2027.****

All items for inclusion must be submitted by September 15, 2026

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:

SCAN TO
DONATE



www.hcflv.org

SUBMIT FORM TO

 melissa@hcflv.org

 702.932.5098

Or mail this form to:

HCF
6765 S. Eastern Ave.,
Suite 1
Las Vegas, NV 89119

*Thank you for
investing in the
future of hospitality!*



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

Tax ID 88-0514126.

Ways to *Give Back*



Wine of the Month

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!

Slot Giving

1. **Connect** with your slot/kiosk vendor to activate a donation option.
2. **Select** HCF as a featured nonprofit partner.
3. **Promote** the program with signage near kiosks, cashier cages, and the casino floor.
4. **Track** donations through your kiosk reporting system.
5. **Coordinate** donation transfers with HCF.

Direct Impact

1. **Host** a Coffee & Conversation/Lunch & Learn or a unique, one-in a lifetime experience that will broaden their outlook on life like SAHARA Care's Career Education Experience
2. **Offer** a job or internship opportunity
3. **Donate** a product that will help a student on their academic or professional path: laptops, suits, ties, gas cards, etc.



Thank You

for your generous support

Your partnership helps shape the next generation of hospitality leaders. Together, we are building a legacy of mentorship, opportunity, and lasting impact.

