



Restaurant Participation Opportunity

The tastiest event of the year:
the 2nd Annual United Way Ultimate Burger Battle!

Now in partnership with: **Downtown Stratford BIA**
November 1–30, 2026

The United Way Ultimate Burger Battle brings hype and new customers to your restaurant, while raising funds to tackle the tough issues right here in our community. What better way to give back than by enjoying burgers together?!

Here's How It Works:

- Show your local love by becoming a participating restaurant
- Create your signature (i.e. new) *Ultimate Burger*. *Using ingredients from local producers is a great way to spread even more local love
- Or if your menu flexibility is limited, compete for most burgers sold
- Sell your *Ultimate Burger* throughout the month of November, with a minimum of \$2 from each burger donated to United Way Perth-Huron to help support vulnerable local people
- Battle it out with other local restaurants to win the top awards
- Post some pics of your *Ultimate Burger* and we will help spread the word (not just the condiments 😊)

Think you've got what it takes to create the best Ultimate Burger in town? Find out at the end of the month if you'll be taking home the trophy!

When you join, you'll benefit from:

- Month-long promotion of your restaurant
- Excited customers
- Increased burger sales
- Bragging rights when you create the winning burger!



Participating Restaurants Will Compete For:

- Ultimate Burger of the Year.** As determined by our celebrity panel
- Most Ultimate Burgers Sold**
- People's Choice,** as voted by customers



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Participating restaurants are required to:

- ✓ **Donate \$2 to United Way Perth-Huron for every Ultimate Burger sold**
- ✓ **Create a *custom* Ultimate Burger** offered exclusively by your restaurant or dedicate an existing burger for the battle *see notes below in box
- ✓ **Provide five of your Ultimate Burgers for free** for judge's panel. Tasting details to come.
- ✓ **Sell your Ultimate Burger throughout the month of November**
- ✓ **Encourage your patrons to vote** for you burger and share their experience on social media

Other benefits include:

- Eligibility to win the *Ultimate Burger of the Year* in your community
- Enhanced visibility on social media during the month-long promotion
- Logo/name and web link in online promotion including event website, social media, and e-newsletters from BIA and United Way
- Special photo feature of your unique burger creation on United Way Perth-Huron's website; <https://perthhuron.unitedway.ca/united-way-ultimate-burger-battle/>
- Opportunity for promotional mentions on radio, (as available)
- Posters and menu insert templates for your location promoting your participation in the *Ultimate Burger Battle*
- Month-long online contest encouraging customers to vote for your *Ultimate Burger* to win the 'People's Choice Award'

Other options to increase your donations back to the community:

- Offer a point of sale round up to the nearest dollar or a \$2 top up when customers are paying
- Get your staff engaged by tracking sales and creating a friendly challenge to see who can sell the most *Ultimate Burgers*

Are you a restaurant with limited menu flexibility?

Even though you are not eligible for the *Ultimate Burger of the Year* and *People's Choice*, **we invite you to enter the *Most Ultimate Burgers Sold* category**. We'd love to have you participate in this exciting community-building event!



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