

GRILLED CHEESE CHALLENGE

Saturday June 8th
11am to 8pm

JOIN US FOR...

GREAT FOOD

FAMILY ACTIVITIES

LIVE MUSIC

BUSKERS

BEER GARDEN

SHOPPING

ESTIMATED 20,000
IN ATTENDANCE

GUEST JUDGES



The Lakeshore Village BIA brings you Ontario's only celebration of the Grilled Cheese sandwich in the heart of New Toronto!

OPTION #1 Take the Challenge!

20,000 hungry people want to buy and devour your grilled cheese sandwich! Bring your favourite ingredients to make the best grilled cheese Toronto has ever tasted for a chance to win over \$1000 in cash prizes! The Challenger Package costs \$550 and includes:

- * one 10 x 10 tent
- * two chairs and two 6' tables
- * one 20 AMP Power Source
- * sign with your business name & address
- * chance to win over \$1000 in prizes
- * business name and logo on the website
- * social media mentions

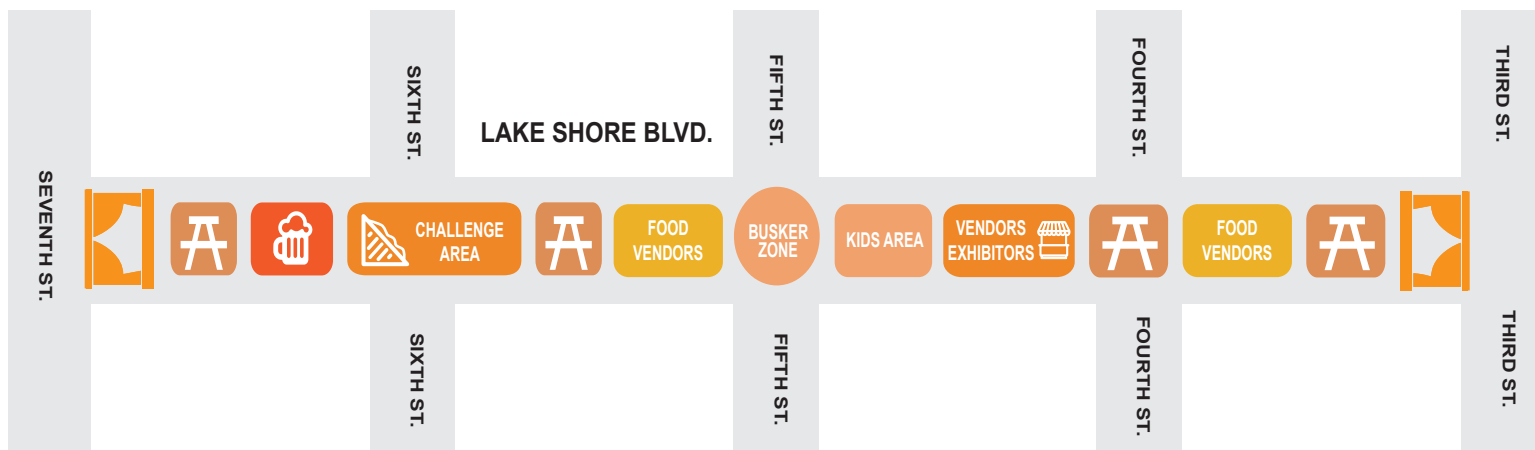
OPTION #2 Want to sell something else?

Take advantage of the thousands of people that come out to enjoy the day! Its a fantastic way to promote your business or sell other items. Exhibit / Vendor space starts at \$300. Artisan (craftsperson) space starts at \$100.

VISIT WWW.HYPITCHMARKETING.COM TO ENTER

DEADLINE FOR SUBMISSIONS IS MAY 10TH

grilledcheesechallenge.ca



CHALLENGE DETAILS

Within the challenge area, each participant will design, prepare and sell their sandwich and will ultimately be judged by both the public and judges. The winners will be announced on stage.

Each participant may sell their grilled cheese and other beverages or snacks as they see fit. It is suggested to have a regular size, a half size and a sample size available. Plan to prepare at least 800 sandwiches for the day.

Participants are responsible for all cash sales and applicable taxes. Each booth must remain open from 11am until 8pm.

Each participant will be given a 10' x 10' tent and space, (2) tables, (2) chairs, (1) 20 AMP power source and a sign with their business name at a cost of \$550 plus HST.



AWARDS

Best Grilled Cheese: 1st Place \$1000.00, 2nd Place \$300.00, 3rd Place \$200.00

People's Choice Awards – votes will be cast in 3 categories each winning \$100.00: Best Tasting, Best Looking, Best Gourmet.

CONTEST & JUDGING

Judges or their runners will pickup sandwiches prior to judging between 4 - 5pm. Challengers will not be compensated for the sandwiches prepared for judging purposes. All grilled cheese sandwiches must be made at the Challenger's respective station. Any participant making sandwiches offsite will be disqualified from the contest. Winners will be paid by cheque from the BIA following the event. All winners must be willing to have a photo taken after the awards.

FOOD & DRINK FOR VOLUNTEERS

Drink and Sandwich tickets will be provided for volunteers. Please give out one sandwich or drink per ticket. All tickets will be reimbursed by the BIA at the end of the festival day (please keep your tickets for reimbursement).