



Restaurant Participation Opportunity

We're launching the tastiest event of the year across Canada:
the United Way Ultimate Burger Battle! **November 1–30, 2025**

Over the past six years, the event has grown to include 10 United Ways, with over 67,000 burgers sold last year. The United Way Ultimate Burger Battle brings excitement and new customers to your restaurant, while raising funds to address important issues like food security, basic needs, and mental health 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 Ultimate Burger. Using ingredients from local producers is a great way to spread even more local love ❤️
- Sell your Ultimate Burger throughout the month, with a minimum of \$2 from each burger donated to your local United Way to support vulnerable people
- Battle it out with other local restaurants to win our top awards
- Share photos of your Ultimate Burger and we'll 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 prize-winning trophy!

When you join the Ultimate Burger Battle, you'll benefit from:

- Month-long promotion for your restaurant
- New customers
- Increased Sales
- Bragging rights when you create the winning burger!



Participating Restaurants Will Compete For:

- Ultimate Burger of the Year (Platinum only)
- Most Ultimate Burgers Sold
- People's Choice (1st, 2nd and 3rd place)



Participating restaurants are required to:

- ✓ Create a custom Ultimate Burger offered exclusively by your restaurant
- ✓ Sell your Ultimate Burger throughout the month
- ✓ Make a Platinum or Gold promotional investment and donate \$2 to United Way East Ontario for every Ultimate Burger sold

Platinum Package (Exclusively limited to 12 restaurants)

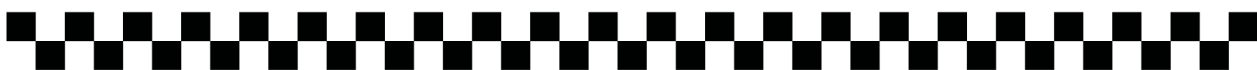
Investment: \$750, plus up to 12 complimentary burgers for “Ambassadors” who promote your restaurant in the community AND serve as judges for the Ultimate Burger of the Year. Ambassadors must dine at a minimum of five assigned locations but may visit more.

Platinum restaurants get these **exclusive benefits**:

- **Eligibility to win the Ultimate Burger of the Year** in your community as voted by the Ambassadors, based on taste, toppings, creativity and presentation. Ambassadors will be assigned 8 platinum restaurants as a minimum for voting but can visit more if they are able to.
- **Promotional support and social amplification** from VIP “Burger Ambassadors” who will share your burger on social media and vote for the **Ultimate Burger of the Year**
- **Enhanced visibility** of your support of the cause on social media during the month-long promotion.
- **Priority promotion** through media partnerships including at the launch party, any media releases, and interviews (as applicable).

Other benefits include:

- **Special feature** of your unique burger creation on the United Way website, with 35,000+ views
- **Logo printed on promotion posters**
- **A supply of posters and marketing materials** for your location promoting the United Way Ultimate Burger Battle
- **Custom window decal** to display if you win in any of the award categories.
- **Month-long exposure** to encourage public participation to buy and vote for your Ultimate Burger creation to win the Most Ultimate Burgers sold and/or the People’s Choice Award





Gold Package

Investment: \$500

Restaurants receive:

- **Special feature** of your unique burger creation on United Way website with over 35,000 views.
- **Social media spotlight** including your featured Ultimate Burger. Estimated impressions are 86,500 across our channels
- **Logo printed on promotion posters.**
- **A supply of posters and marketing materials** for your location promoting the United Way Ultimate Burger Battle
- **Custom window decal** to display if you win in any of the award categories
- **Month-long exposure** to encourage public participation to buy and vote for your Ultimate Burger creation to win the Most Ultimate Burgers sold and/or the People's Choice Award

Other options to increase your donations back to the community:

- To help increase support for our cause from patrons who do not eat burgers, restaurants can offer a top up of \$5 on a gift card purchase throughout the month. Restaurants will be provided point of sale materials to help promote
- Offer a \$2 point-of-sale round-up option when customers pay
- Round up at the end of the month! For example, if your sales total \$933, round up to \$1,000
- Get your staff engaged by tracking sales and creating a friendly challenge to see who can sell the most Ultimate Burgers

BAMM's Snack Shack – 2024 Ultimate Burger of the Year

"Participating in last year's event was an incredible experience for us. It brought new faces into our restaurant, connected us with our community, and made a real difference for a great cause. The exposure was unlike anything we'd ever invested in—people found us through the event's marketing, and we saw a real boost in visibility and support."



"If you're a restaurant thinking about joining the United Way Ultimate Burger Battle, I can honestly say it's the best way to give back, grow your business, and become part of something bigger. We can't wait to do it again!"

- Owners Ashley & Matt Atton

[Click here to find our restaurant social media kits with shareables linked!](#)

