



Exclusive Opportunity

You have been chosen to become a
United Way Ultimate Burger Battle Ambassador!

As an Ambassador YOU are one of ten select people to have
the exclusive opportunity to represent this delicious event!

Included below are all the details you need to get onboard for the tastiest event of the year.
Complete the form to confirm your participation.

What's involved in becoming an Ambassador?

- Receive an **Ultimate Burger Battle Ambassador Card** which can be used to redeem ONE free burger at a minimum of 8 Platinum-level restaurants. There are a maximum of 13 platinum locations and you will be assigned 8 as mandatory and *any additional burger will be a bonus for voting*.
- Promote the United Way Ultimate Burger Battle and ask your networks to participate. Use your social media platforms, bring family, friends, or colleagues for a tasty treat, etc. - however you'd like to spread the word!
- Cast your vote towards the exclusive "Ultimate Burger of the Year" Award Winner, based on criteria provided to you.

As an Ambassador you are expected to:

- Join us at the media launch (location, date, and time to follow).
- Visit at least 8 Platinum-level United Way Ultimate Burger Battle restaurants as assigned. You **must eat at those 8 and fill out the digital scoring form for each of these locations** to have your votes counted, even if you just take a few bites or share it with a friend.





- Try each burger IN the restaurant - this is a requirement. Our participating restaurants carefully craft their *Ultimate Burger* creations with presentation in mind, so the full dining experience is a must. Take a couple bites, snap a photo, and take the rest to-go if that's your vibe. This helps build excitement on-location and boosts promotion.
- Say thanks! Our restaurants are key partners in making this event a success, and we know you love 'em as much as we do. Share your thoughts and gratitude with the staff – they're working hard!
- Promote each of the 8 Platinum-level *Ultimate Burger* you tasted to your social network. Have fun with it! Post live stories, share photos, reels, and/or create TikToks. Make sure you tag us, we will provide you with all our handles.
- Use the rating criteria provided to judge the *Ultimate Burger* at each Platinum level restaurant. We recommend that you bring the scoring grid with you so you can judge each burger on the spot. Together with the other Ambassadors, YOU will be collectively voting for the prestigious Ultimate Burger of the Year Award Winner.
- Fill in and submit your **digital scoring forms** to United Way East Ontario by December 1st, 2025, so we can tally up all the scores to determine the winner.
- You will receive a **social media kit** to help with sample messaging, listing our social media handles, and images to use during the campaign as optional. What we really want you to do is take a picture, hype up the Ultimate burgers, and encourage others to visit and give back to the cause!

To confirm your participation, please complete the section below.

I _____, confirm my participation in the 2025 United Way Ultimate Burger Battle as an Ambassador and agree to follow all expectations noted above.

Signature:

Questions:

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