



CHALLENGER LOGISTICS INFORMATION

Welcome to the 2018 Grilled Cheese Challenge. The Hypitch Marketing team has been hired by the Lakeshore Village Business Improvement Area to manage the 2018 Grilled Cheese Challenge.

Below is a variety of information that will assist you in the planning process for this event.

EVENT CONTACT

Catherine Fernandes
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EVENT HOURS

Saturday, June 9 11:00am – 6:00pm

LOAD IN SCHEDULE

Saturday, June 9 6:00am – 10:00am

LOAD OUT SCHEDULE

Saturday, June 9 6:30pm – 9:00pm

CHALLENGE DETAILS

The Grilled Cheese Challenge is an opportunity to invite the community members to get out and participate in a fun and interactive event. The event includes:

- Family Fun Zone
- A stage with live entertainment
- Grilled Cheese Challenge Area
- Exhibitor/Vendor Market Area

Within the challenge area, each participant will prepare and sell samples of their sandwich and will ultimately be judged by both the public and mystery judges. The winners will be announced at 5:00pm on stage.

Each participant may sell their grilled cheese and other beverages/snacks as they see fit. It is suggested that they have a regular portion and half size available. Participants are responsible for all cash sales and applicable taxes. Each booth must remain open from 11am until 6pm. **Each participant must have a sample size grilled cheese for judging purposes on sale for a maximum price of \$3.00 (or less).** Plan to prepare 150 – 200 sandwiches.

Each participant will be given tent space, (2) tables, (1) 21" x 10.5" electric grill, (2) chairs and a sign with your business name at a cost of \$400 plus HST. Participants will be required to bring all necessary ingredients for their signature grilled cheese sandwich. **Power for grills ONLY will be provided. Additional power requirements must be submitted for approval.**

PUBLIC HEALTH & SAFETY

Each participant is required to send at least one representative to the pre-event health and safety meeting (tba) and complete the Temporary Food Establishment form.

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 you tickets for reimbursement).

CONTEST – MYSTERY JUDGES

New this year, mystery judges or runners for judges will buy sandwiches throughout the day. All Grilled Cheese Sandwiches must be made at the challenger's respective station. Any participant making Grilled Cheese Sandwiches offsite will be disqualified from the contest.



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Winners will be paid by cheque from the BIA following the Event. All winners must be willing to have a photo taken after final awards have completed.

AWARDS

Best Grilled Cheese: 1st Place \$1000.00
2nd Place \$300.00
3rd Place \$100.00

People's Choice Awards – votes will be cast in 3 categories each winning \$100.00:

Best Tasting
Most Unique
Best Gourmet

CLEAN UP

Exhibitors are responsible for the clean-up of their assigned areas. Please throw all garbage in the designated receptacles provided throughout the site. Thank you in advance for your cooperation. Dumping or disposal of any byproducts (cooking oil, grey water etc.) into the local sewers or onto the streets is prohibited.

Please ensure the appropriate precautions are taken to avoid grease stains on the road and sidewalk. If deemed necessary by city officials, exhibitors will be required to pay for any road cleaning in their designated area.

SAFETY

Please ensure you follow good safety practices. If using generators and/or power, make ensure all precautions are met to avoid a trip hazard. Use barricades to restrict access to cooking appliances that may cause harm to the public.

SECURITY

Private security has been hired to patrol the event grounds and road closures during event hours, however, we cannot provide a specific security presence and encourage everyone to secure and remove any valuables from the site if unaccompanied.

INSURANCE

The Challenger shall, at its sole cost and expense obtain, maintain and at all times have in effect (and shall cause each of its subcontractors to maintain) the following insurance requirements:

1. Comprehensive General Liability insurance with a combined single limit of not less than \$2,000,000 per occurrence or bodily injury and property damage and shall indemnify, defend and hold harmless Lakeshore Village Business Improvement Area, Grilled Cheese Challenge Festival, Hypitch Marketing, and The City of Toronto in addition to others that may be named from time to time, for, from and against all losses, liabilities, expenses, damages, claims and suites.
2. Provide Hypitch Marketing, as the certificate holder, an insurance certificate that will confirm these coverages and that the policies contain severability of interest and cross liability clauses. This certificate of insurance must be provided to the Event Manager no later than May 11th, 2018.
3. Lakeshore Village Business Improvement Area, Grilled Cheese Challenge Festival, Hypitch Marketing, and The City of Toronto must be named as an additional insured on the General Liability Policy.