



THE MAYOR'S SOUPER SAMPLER FOR MEALS ON WHEELS

1. What are the benefits of participation?

This is a unique opportunity to showcase your culinary talents to local residents and expand your clientele base. Your restaurant will compete for two titles, Best Soup, which is judged by a panel including Cambridge Mayor Doug Craig, as well as the People's Choice Award which attendees vote for using their spare change.

2. How is the event being promoted?

We promote the event regionally:

- Media – we receive extensive media coverage from the Cambridge Times, snapd Cambridge, Dave FM, 570 News, Rogers TV, CTV Southwestern and the Waterloo Region Record.
- Posters – will be distributed at participating restaurants, local community centres, grocery stores, retirement homes, and churches. These posters will highlight participating organizations. We will also give you a poster with your organization's name on it to post at your location to show your patrons that you support your local community.
- Postcards- each vendor is given a stack of postcards with information about the event as well as value towards a soup sample, that they can hand out at their restaurant to drive traffic to the event.
- Online & Social Media – we will be using a combination of online calendars and social media, such as Twitter and Facebook.

3. Is it really free to participate?

Yes! Once again this year we are offering the opportunity to participate in the event free of charge. We will also supply a handwashing station for you at your site and all necessary paperwork. We also take care of securing the business license.

4. What are the judging categories?

There are two categories vendors can compete in. The Best Soup Trophy and the People's Choice Award.

5. How do I acquire a catering permit and how much will it cost?

There is no cost to acquire the catering permit. If you have a catering license from the City of Cambridge already, you are qualified to compete in the event. We will take care of the business license and getting signatures from public health and fire for the day of.

6. What will our commitment be for participation?

You are responsible for the cost of the food that you prepare and bring to the event. For health and safety reasons, you also need to have at least one representative from your organization serving food for the full four hours in order to qualify for both the judged and people's choice competitions.

Please contact Event and Donor Relations Coordinator Andrea at 519-772-8787 ext. 224 or email andream@cscmow.org for more information.