



The United Way of Halton & Hamilton is excited to present the fourth annual edition of **NOVEMBERBURGER**, the ultimate burger festival!

Attract new customers, make \$\$\$, and help raise money for our local United Way!

It's all pretty simple...



SIGN UP TO BE A PARTICIPATING LOCATION

To register, just call 289-700-7151 and talk to Evan, or email us at yum@novemburger.ca. Then, we'll guide you through the simple registration process!



CREATE AN ORIGINAL BURGER AND REGISTER BY SEPT. 6, 2017

Create something amazing! Be creative but also make something that will sell! Then, tack on \$2 to each burger, as that's what you'll be giving to the United Way of Halton & Hamilton at the end of November! We recommend pricing your burger between \$12-\$16. That should let you cover your costs and the \$2 for the United Way while still remaining affordable to the general market!



OFFER AND PROMOTE YOUR NOVEMBERBURGER AT YOUR RESTAURANT FROM NOVEMBER 1-30, 2017

Launch with a bang on November 1st! Do something crazy and fun to attract attention to your burger!

We'll provide each restaurant with a variety of promotional materials and media/advertising support as well, but YOU are the front line, so YOUR staff is your best promotion!



ENJOY PLENTY OF NEW CUSTOMERS!

They'll be eager to try new burgers and to rate their favourites! (We sold well over 10,000 burgers during Novemburger last year!)

Count how many burgers you sell each week and report them to us so we can update the leaderboard!



SELL TONNES OF NOVEMBERBURGERS!

And then, at the end of the month, we give awards to the restaurant that sold the most burgers, and the burger-eating, online-voting public will crown the **Novemburger Of The Year!**



END STRONG, AND SEND IN \$2 PER BURGER SOLD

The last week of Novemburger is time to crank it up and end well. Give a big final push with special promotions or an internal server sales competition!

Also, your restaurant needs to sell more than 50 burgers to be eligible to participate in the 2018 edition!

Questions? Want to sign up?

Give us a call at 289-700-7151 or email yum@novemburger.ca



United Way
Halton & Hamilton



Help us to promote the festival and make it a success by using #novemburger when using social media!