

2022 SLO Grilled Cheese Festival

In Support of Restorative Partners and Local Restaurants
May 2022



What is the SLO Grilled Cheese Festival?

In 2019 local non-profit Restorative Partners hosted the very first SLO Grilled Cheese Festival, which included a cook-off competition of teams making their version of the best-grilled cheese, local wineries and breweries, live music, and more. This event drew over 600 people to Laguna Lake Park for an afternoon of food and fun. This festival focuses on community, great food, and supporting local.

2021's event transitioned to a hybrid format with 40 restaurants throughout San Luis Obispo County participating in a two month long event that sent individuals from near and far to their establishments to dine. The event not only brought attention to Restorative Partners' fundraising needs but it brought traffic to restaurants and great publicity, including multiple spots on large news outlets. **This year, we intend to capitalize on the success of 2021 and grow the SLO Grilled Cheese Fest to an even greater success, bringing in both locals and tourists alike!**

What's in it for your business?

The 2022 SLO Grilled Cheese Festival invites our supporters, the greater SLO County community, and the broad tourist audience this event has gathered to try out each participating restaurants' version of the Best Grilled Cheese. Individuals will also be encouraged to promote the event and restaurants through tagged social media posts. We will provide a map of participating restaurants to all who wish to participate and provide incentives for participants to try as many restaurants as possible.

We will promote your business through our event landing page, social media platforms, newsletters, mailings, radio and news commercials and more. Our newsletter alone goes out to nearly 2000 individuals and our social media following is rapidly growing (more than doubled in the last 6 months alone). The SLO Grilled Cheese Festival garnered great attention last year and restaurants and community members are already excited to participate!

Who is Restorative Partners?

Restorative Partners is a 501(c)(3) non-profit that serves San Luis Obispo County. Our mission is to transform lives impacted by crime through healing services and relationships. We do so through facilitating programs in our local jail and juvenile hall, through our 5 sober living homes, and through other community programs and services.

The goal of all of our work is to reduce violence and lower recidivism by providing wrap-around services from incarceration through reincorporation into our community. Our restorative justice approach focuses on the whole person: mind, body, and spirit, incorporating trauma-informed care, addressing responsibility and accountability, and offering accompaniment through reentry mentorship. The SLO Grilled Cheese Festival is one of three major fundraisers Restorative Partners puts on each year. We would like to use this year's event to expand our network with local businesses and the greater San Luis Obispo County community. To learn more visit: www.restorativepartners.org

How You Can Help

Sponsorship Opportunities

A major source of Fundraising for this event is through SPONSORSHIP, with this year's goal to raise \$90,000! The Restorative Partners has over 3000 constituents and the length of the event allows for multiple exposures to your company's branding and website. SLOGrilledCheese.com continues to gain the attention of people all over the State of California, even in the "off-season" and we are excited to share your sponsorship with this large and excited audience.

Title Sponsor (1) - \$20,000

- Large business icon with link prominently placed on www.slogrilledcheese.com
- Large business icon with link to website included in each weekly event enews (4 total)
- Large Business logo displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag in all event posts (at least 2 weekly - 8 minimum) including title sponsor highlights
- Press recognition - mention in a press release

Justice Warrior (1) - \$15,000

- Large logo with link placed on www.slogrilledcheese.com
- Small business logo with a link to the website in each weekly event enews (4 total)
- Large Business logo displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag in one post per week (4 total)
- Press recognition - mention in a press release

Transformer (2) - \$10,000

- Large logo with link placed on www.slogrilledcheese.com
- Small business logo with a link to the website in each weekly event enews (4 total)
- Small Business logo displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag in one post per week (4 total)
- Press recognition - mention in press release

Community Builder (3) - \$5,000

- Small logo with link placed on www.slogrilledcheese.com
- Small business logo with a link to the website in enews (2 total)
- Small Business logo displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag in one post every two weeks (2 total)

Community Engager (4) - \$2,500

- Business name placed on www.slogrilledcheese.com
- Business name with a link to the website in enews (2 total)
- Business name displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag in one post every two weeks (2 total)

Community Supporter (5) - \$1,000

- Business name placed on www.slogrilledcheese.com
- Business name with a link to the website in enews (1 total)
- Business name displayed on final marketing materials and 2022 SLO Grilled Cheese Festival official T-Shirt
- Facebook and Instagram tag (1 total)



Sponsorship Confirmation

Due by March 31st, 2022

Event/Project: SLO Grilled Cheese Festival - For the benefit of Restorative Partners & Local Restaurants

Sponsorship Level (Please check appropriate box):

Title Sponsor (\$15,000) Transformer (\$10,000) Justice Warrior (\$5,000)

Community Builder (\$2,500) Community Engager (\$1,000)

Organization: _____

Contact Name: _____

Phone: _____ E-mail: _____

Address: _____

Website: _____

Payment Enclosed:

_____ Check _____ Credit Card

Credit Card Number: _____ Exp _____ CCV _____ Zip _____

We authorize Restorative Partners to run our credit card for the amount indicated above

Signature: _____

All checks can be made out to Restorative Partners. Checks with this completed form can be mailed:

ATTN: Hilary Campbell 3196 S. Higuera St, Suite D, San Luis Obispo, CA 93401

Please send all relevant **marketing/promotional** material (logos, links, additional content, etc.) to Hilary Campbell at hilary@restorativepartners.org **no later than March 31st** (for inclusion in event marketing and merchandise)