

2025 SLO Grilled Cheese Festival



February 9th - March 31st

In Support of Restorative Partners and Local Restaurants

What is the SLO Grilled Cheese Tournament?

In 2019 local non-profit Restorative Partners hosted the very first SLO Grilled Cheese Festival. In 2021 the 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 are building the SLO Grilled Cheese

Tournament around sports. We kick off on Super Bowl Sunday and Wrap up at the end of March Madness. Awards will be presented on Grilled Cheese Sandwich Day, Saturday, April 12th. What's in it for your business? Whether you already have a fantastic grilled cheese on your menu or are eager to put your spin on one as a special for the event, we invite you to participate in this year's SLO Grilled Cheese Tournament! The 2025 SLO Grilled Cheese Tournament will ask our supporters and the greater SLO County community to try out each participating restaurant's version of the Best Grilled Cheese.

Individuals will be asked to:

Promote restaurants through social media, gathering friends to vote for their favorites and more

Restorative Partners will:

- Provide a map of participating restaurants
- Spark excitement and drive traffic to your restaurant with incentives, encouraging participants to visit as many local spots as possible. Join the fun and become a key part of this community-wide celebration!
- Provide promotional content for you to display at your restaurant and share digitally
- Promote your restaurant through our event landing page, social media platforms, newsletters, mailings, press coverage, and more

Restaurants will be asked to pay \$25.00 to support marketing, materials, and event promotion.

Restaurants will be given a link to printable posters, tent cards, and bill inserts to use in promoting their participation in the event. Learn more at SLOGrilledCheese.com



Who are 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 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. To learn more visit:

www.restorativepartners.org

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.

How to Participate?

Complete the attached "Restaurant Participation Form" and submit it and your restaurant's logo in a high-quality digital format to marketing@restorativepartners.org, 805-234-9077. Mail your \$25.00 payment to the address on the application.

Once we have these items from you, we will:

- Add your restaurant to our list of participants on the website and our marketing materials.
- Provide you with an information packet as well as digital promotional materials for you to display and share at your discretion.
- We will also make them available online so you never run out.
- The more you share, the higher the chances of participants visiting your restaurant and becoming loyal customers!
- Learn more at SLOGrilledCheese.com

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Restaurant Participation Form

Restaurant Name: _____

Restaurant Location: _____

Street City

Restaurant Hours: _____

A short description to be used in marketing materials (i.e. specialty grilled cheese description, cuisine, what is unique about your restaurant, etc.):

Contact Information (for Restorative Partners' use only, will not be made public) Contact

Person: _____ Phone

Number: _____ Email: _____

Restaurant Website: _____

Our restaurant is dedicated to following County health guidelines

Please mail your participation check for \$25.00 to the address below. Email your restaurant's logo and this form to marketing@restorativepartners.org

If you have any questions feel free to contact us at 805-234-9077