



May 14, 2020

Dear Tustin Restaurant Owner:

The City of Tustin Parks and Recreation Department would like to invite you to participate in the **2020 Tustin Street Fair and Chili Cook-Off**. Traditionally, this event brings over 30,000 people for a one-day party in the streets of Old Town Tustin with a chili cook-off, food vendors, craft booths, live entertainment, family fun zone, and wine/beer gardens. But this year, due to the COVID-19 pandemic and associated State orders and guidelines, we are planning a **virtual** Street Fair and Chili Cook-Off for our community to enjoy from their homes via a livestream version of the event on **Sunday, June 7th** ... and we want you to be involved!

As a way to continue the Chili Cook-Off tradition in Tustin, we are looking for restaurants to cook up your best chili recipe and compete against other Tustin restaurants for the title of Best Chili in Tustin! We are asking participating restaurants to make their chili available for sale (via curbside pickup or delivery) the six days leading up to the event: **Tuesday, June 2nd through Sunday, June 7th**. We will then be conducting a poll via our Instagram page for people to vote for their favorite restaurant chili in Tustin - and then on Sunday, June 7th, we will announce the winner at our livestream event. We think this will be a great opportunity for you to increase patronage at your business, provide for dynamic social media traffic, and most importantly, give you the chance to obtain "Best Chili in Tustin" bragging rights!

What we are asking of you:

- From Tuesday, June 2nd through Sunday, June 7th feature and sell your best chili for curbside pick-up or delivery. If you can accompany it with a drink deal, even better!
- A 15 to 30 second video of your chef or GM telling us why your chili is the best.
- Promote a special for the week or weekend, preferably a side dish or beverage at a reduced cost with the purchase of chili, that you can share with social media followers.

What we will provide to you:

- Complimentary advertising via multiple avenues including social media, email and City website.
- Inclusion of your 15-30 second video in promotions leading up to the event as well as during the livestream.
- Highlighted attention on any specials you will be offering associated with the event.
- A creative way to let the community know you are open and providing food.
- Increased foot traffic to your restaurant during the week of June 2nd to 7th.
- A chance to win "Best Chili in Tustin" bragging rights, which will include a plaque to hang at your restaurant.

In this time of uncertainty and struggle, we are trying to do something uplifting and keep this 36-year tradition of the Tustin Street Fair and Chili Cook-Off alive. Participating in this event would not take much on your part but it will certainly help bring the community together to celebrate what makes Tustin so great! #TustinStrong

If you are interested in participating or have questions, please contact me at vosborn@tustinca.org or (714) 573-3345.

Respectfully,

Vanessa Osborn
Recreation Supervisor, City of Tustin