

## **Gainesville Restaurant Week 2016 (GRW16)**

**Event Description:** The Gainesville Area Chamber of Commerce is proud to announce that it will be holding its Fifth Annual Restaurant Week in Gainesville this summer! This "Eat Local" campaign will give our Chamber member restaurant owners and catering companies the opportunity to showcase themselves to the Gainesville community by offering the public the chance to dine out and to experience fabulous local cuisine. This will also be a great way to attract new customers during quiet times in Gainesville when many of the city's college students have returned home during summer break. GRW16 will be promoted as a fun event for everyone to try local restaurants and perhaps find a new favorite restaurant!

**Dates:** Thursday, June 16 – Saturday, June 25, 2016

**Location:** All Restaurants and Brewery's in Greater Gainesville, Florida

**Times:** Your Hours of Operation!

**The Details:** This event showcases Gainesville restaurants with special dining promotions. We will kick off the event with a special-themed Restaurant Week Kick-Off Celebration, a mixer and cocktail party for the Gainesville community on June 16 at The University Air Center as an exclusive preview of our participating restaurants. Then, for 10 exciting days and nights, guests will have the opportunity to take advantage of specials you offer throughout the event.

### **The Menu:**

- You can choose what specials you wish to offer during GRW16, even offering a different deal every day of the event. The choice is yours!
- The most successful participants during Restaurant Week highlight a [Prix Fixe Menu Offering](#).
- Be creative with the meal descriptions. Remember, the goal is to re-engage customers and attract new ones – all who have the potential to help grow your business.
- Please ensure that specials reflect good value - this is what every customer wants!

### **The Website:** ([gainesvillerestaurantweek.com](http://gainesvillerestaurantweek.com))

- Each participating restaurant will be featured on the Gainesville Restaurant Week website.
- Also, included will be a map and a link to your website.

### **Gift Certificates and More:**

- The Specials you choose will be highlighted on the Gift Certificates and More mobile app.
- Your customers can redeem the discount at your restaurant (max of one discount per restaurant may be redeemed for the 10-day campaign).
- You can submit multiple Specials to offer, either all at once or just feature your daily specials.

### **Reservations:**

We recommend you follow your standard reservation process.

### **Chamber After Hours Kick-Off Celebration:**

- Thursday June 16, 4 – 7 p.m.
- Last year we had over 1,000 people attend this event.
- Set up time between 2 – 4 p.m.
- Location: University Air Center at the Gainesville Regional Airport
- Cocktail party/mixer for the Gainesville community to celebrate and create excitement for the upcoming week
- Participating restaurants will be given the opportunity to provide a preview of the week to come, with samples of their cuisine and/or drink specials, etc.
- This will be the perfect opportunity for owners, chefs, and employees, etc. to socialize with, and get know their customers

### **Advertising:**

Since this event is designed specifically to promote Chamber restaurants, we are planning some exciting ways to advertise it! This means more exposure for YOU! Advertising participation levels available to promote your business include:

- Gainesville Restaurant Week website
- The Chamber website
- Social media, including a Facebook event page and Twitter updates
- Emails sent out to over 4,000 individuals, in more than 1,400 businesses.
- Daily emails sent to more than 30,000 subscribers of the Gift Certificates & More app
- Local Radio and TV ads

### **Gift Cards:**

Throughout GRW16, the Gift Cards you provide will be given away by the Chamber to help promote customers to attend your restaurant. The Chamber may award gift certificates throughout the year at various events or promotions. **If you require an Expiration Date on a Gift Certificate, make sure it is valid with a minimum expiration date of 6/30/2017.**

**Participation Levels:**

<b>Basic Package</b>	<b>Enhanced Package</b>	<b>Elite Package</b>
Member Rate: No Charge Gift Card Rate: \$50	Member Rate: No Charge Gift Card Rate: \$100	Member Rate: No Charge Non-Member Rate: \$200 Gift Card Rate: \$250
www.gainesvilleresaurantweek.com <ul style="list-style-type: none"> <li>• Restaurant Listing (phone, address, weblink)</li> <li>• Restaurant Logo</li> <li>• Map link</li> <li>• A Featured email sent to over 30,000 subscribers through the mobile app Gift Certificates &amp; More</li> </ul>	www.gainesvilleresaurantweek.com <ul style="list-style-type: none"> <li>• Restaurant Listing (phone, address, weblink)</li> <li>• Restaurant Logo</li> <li>• Map link</li> <li>• A Featured email sent to over 30,000 subscribers through the mobile app Gift Certificates &amp; More</li> </ul>	www.gainesvilleresaurantweek.com <ul style="list-style-type: none"> <li>• Restaurant Listing (phone, address, weblink)</li> <li>• Restaurant Logo</li> <li>• Map link</li> <li>• A Featured email sent to over 30,000 subscribers through the mobile app Gift Certificates &amp; More</li> </ul>
<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Chamber Facebook Page Announcement</li> <li>• Restaurant Logo</li> <li>• Restaurant Week FaceBook Page Gift Card Giveaway Post</li> </ul>	<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Chamber Facebook Page Announcement</li> <li>• Restaurant Logo</li> <li>• Restaurant Week FaceBook Page Gift Card Giveaway Post</li> </ul>	<b>Social Media Marketing</b> <ul style="list-style-type: none"> <li>• Chamber Facebook Page Announcement</li> <li>• Restaurant Logo</li> <li>• Restaurant Week FaceBook Page Gift Card Giveaway Post</li> </ul>
<b>Radio Advertising</b> <ul style="list-style-type: none"> <li>• Advertising on 5 local stations</li> <li>• Named in GRW16 Radio Ad rotation</li> </ul>	<b>Radio Advertising</b> <ul style="list-style-type: none"> <li>• Advertising on 5 local stations</li> <li>• Named in GRW16 Radio Ad rotation</li> </ul>	<b>Radio Advertising</b> <ul style="list-style-type: none"> <li>• Advertising on 5 local stations</li> <li>• Named in GRW16 Radio Ad rotation</li> </ul>
<b>TV Advertising</b> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	<b>TV Advertising</b> <ul style="list-style-type: none"> <li>• Logo Included on TV ads</li> </ul>	<b>TV Advertising</b> <ul style="list-style-type: none"> <li>• Logo included on TV Ads</li> <li>• Logo included in Showcase</li> </ul>

### **Mini-Events:**

During the 10 days of GRW16, you have the opportunity to promote a Mini-Event at your restaurant to increase customer participation. Your Mini-event will be promoted on our GRW16 Event Calendar. Your event can be anything from offering a “Kids Eat Free” night, promoting “Live Music”, to having a “Theme Night” or a Local Craft Beer Food Pairing event.

Be as creative as you like. Remember, the idea is to promote customer traffic to your restaurant.

Ideas for Mini-Events: Trivia Night, Celebrity Wait Staff or Bartenders, Happy Hour All Night, Craft Beer or Wine Tasting, etc. (Google “restaurant event ideas” to find more event thoughts)

### **Specials:**

Each participating restaurant must offer either a “Prix Fixe Offering” or a “Dollar Off Special”

#### **Prix Fixe Menu Offering:**

- Typically offered by Fine Dining Establishments (No Coupons Accepted)
- Create a Special Price Point of Menu Offerings
  - \$35 per person or \$60 per couple
- Create a Special Menu Offering only for Restaurant Week
  - Three Course Meal Options
- Prix Fixe offerings do not typically include drinks, tax or tip
- For Prix Fixe Ideas, go to: <http://restaurants.about.com/od/menu/a/prixfixe.htm>

#### **Dollar Off Special**

- A Discount offering on the Gift Certificates and More mobile app
  - i.e.: \$5 Off Lunch or Dinner

You also have the option of adding additional specials like “Kids Eat Free on Wednesday Night” or “Free Appetizer with Meal Purchase”.

### **Other Information:**

- Encourage guests to “check in” to restaurants via social media such as Facebook, Twitter and Instagram— this will benefit both you and the event!
- The Gift Certificates and More app monitors traffic to your restaurant

For more information, contact Steve Cannon at (352) 334-7127 or [stevec@gainesvillechamber.com](mailto:stevec@gainesvillechamber.com).

**Sign me up!** – I want to participate in the Fifth Annual Gainesville Restaurant Week.  
 Fax completed form to: **(352) 334-7141** or email to: [stevec@gainesvillechamber.com](mailto:stevec@gainesvillechamber.com)

**Section 1 – Info**

Restaurant Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Email: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook: \_\_\_\_\_ Twitter: \_\_\_\_\_

**Section 2 – Information about your Restaurant**

- Cuisine type: \_\_\_\_\_
- Hours of Operation: \_\_\_\_\_
- Will you require reservations? (circle) Y N

**Section 3 – Event Participation**

- I will participate at the Kick-off Event June 16<sup>th</sup> (circle) Y N
- Choose One:
  - I will offer a “Dollar Off” Discount in the amount of \$\_\_\_\_\_ (circle) Y N
  - I will offer a special Prix Fixe Menu item (circle) Y N
  - Prix Fixe Offering Description / Price Point: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_
- I will offer an exclusive mini-event at my restaurant (circle) Y N
  - Name of your Mini-Event: \_\_\_\_\_
  - What Date / Time will the Mini-event take place? \_\_\_\_\_
  - Please provide a brief description of your planned Mini-Event:  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**Section 4 – Participation Level – Chamber Members**

Basic Level:           \$ 50 in Gift Cards ( \_\_\_\_\_ Gift Cards at   \$ \_\_\_\_\_ each)  
Enhanced Level:     \$100 In Gift Cards ( \_\_\_\_\_ Gift Cards at   \$ \_\_\_\_\_ each)  
Elite Level:           \$ 250 In Gift Cards ( \_\_\_\_\_ Gift Cards at   \$ \_\_\_\_\_ each)

**Section 5 – Participation Level – Non-Chamber Members**

Elite Level:           \$200 Payment plus \$ 250 In Gift Cards  
                              ( \_\_\_\_\_ Gift Cards at   \$ \_\_\_\_\_ each)

**Please email your High Resolution Logo (high resolution: jpg, eps, png format) to:  
[stevec@gainesvillechamber.com](mailto:stevec@gainesvillechamber.com) by the appropriate deadline.**

Signature: \_\_\_\_\_