

Fact Sheet for Participants in Restaurant Week

- Plan a Restaurant Week menu that reflects the quality and quantity of your traditional menu. The major goal of Restaurant Week is to introduce new customers to your restaurant. You want them to have the best possible experience at a value price of \$22.09.
- Send us your menu and any other special events you have planned to go along with Restaurant Week, such as wine pairings or entertainment, as quickly as possible. The sooner we have your information, the sooner we can get it onto our website www.capeannchamber.com/rw.
- Send us your restaurant logo and/ or photo of the front of your restaurant in jpg, tif, or gif format. This will provide extra exposure for you on the website.
- Describe your restaurant's cuisine and ambiance in a few words that we can use with your menu and logo. If you have a media quote about your restaurant, please pass that along to us as well.
- Cards will soon be printed for you to include in your check presenters. Please use them in the weeks leading up to Restaurant Week to help promote this special event and let your patrons know you are participating.
- Market Restaurant Week with in-house signage, postcards, emails and any other marketing tools you use on a regular basis.
- Discuss Restaurant Week with your staff so they know the special menu and that the price of \$22.09 does not include beverage, tax, or gratuities. Also let them know that patrons may select from your regular menu.
- The Chamber has joined with Cape Ann Beacon and North Shore 104.9 in an aggressive advertising campaign to promote Restaurant Week. They will cover the North Shore with print and radio advertising that will reach diners on Cape Ann and in the surrounding communities of Beverly, Danvers, Hamilton-Wenham, Ipswich, Salem, and beyond. Sponsors may contact you to discuss individual advertising opportunities for your restaurant. Anne Ronan is the Beacon contact person, 978-739-1350.
- The Chamber will promote this exciting event through our newsletter *Soundings*, email highlights, posters, mention at Chamber events and a special website devoted just to Restaurant Week, www.capeannchamber.com/rw.

8/18/09