

FEBRUARY 24 - MARCH 5, 2017



CHICAGO NORTHWEST

# RESTAURANT WEEK 2017



Eat Well. Dine Local.

*Grow your bottom line by  
gastronomic proportions!*

[dinechicagonw.com](http://dinechicagonw.com)

## Why participate in Chicago Northwest Restaurant Week - February 24 - March 5, 2017?

**\$45,000 promotional campaign** funded by Meet Chicago Northwest to support our partner restaurants during a typically slower time of year.

### How does my restaurant participate?

Restaurants must agree to:

- Prix Fixe Menu - separate from regular menus
- **Required Prix Fixe Tiers:**  
**Lunch prix fixe** \$10, \$15 OR \$20\*  
**Dinner prix fixe** \$20, \$30 OR \$40\*
- 3-course menu can be any combination of the following examples: soup, salad, appetizer, entree, dessert
- \$200 worth of restaurant gift cards to be used for promotions
- Pick one Restaurant Week menu item for feature in Daily Herald spotlight ad

*\*Prix fixe exclusive of beverages, tax and gratuity unless otherwise specified in menu.*

### CNRW GUIDELINES

- Submit the **Restaurant Week 2017 Participation Form** via <http://bit.ly/2ewzZDz>.  
(No handwritten forms accepted.)
- Donate \$200 worth of gift cards (denominations of \$25 or \$50).
- Create a separate lunch and/or dinner menu for the entire 10 day promotional period.
- Price all CNRW Lunch menus at \$10, \$15 or \$20 and Dinner menus at \$20, \$30 or \$40 per person or per couple (excludes tax & gratuity unless noted on your menu).
- Provide at least 2 choices for each course. Gluten-free and vegetarian options are encouraged.
- Review AND approve menu and spotlight ad prior to display on [dinechicagonw.com](http://dinechicagonw.com) and printed in Daily Herald.



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## MARKETING TOOLS

Use these marketing materials to promote CNRW to YOUR customers via email, social media and internal promotions!

The following materials will be available for download:

- Facebook and Twitter Headers
- Instagram image template
- Email blast header
- Restaurant Week logo

CNRW Check Presenters will be available for you to use on your tables, hostess stands, and of course, inside check presenters! Delivered to your restaurant late January.



SAMPLE FACEBOOK HEADER\*

## CNRW 2016 Successes



participating  
restaurants



new diners ordered  
off CNRW menus

We had a great turnout for Restaurant Week and always look forward to participating in the future - likely at the same price points.

- Cooper's Hawk Restaurant

## TIPS FOR A SUCCESSFUL RESTAURANT WEEK

1. **Show consumers more value! The better the deal, the more attention your restaurant will receive.**
2. **Several options for each course.**  
*(example: protein, seafood, gluten-free and vegetarian options)*
3. **Make sure to market Restaurant Week to your customer email database.**
4. **Tag #dinechicagonw on social media. Use our Marketing Tools!**
5. **Entice a return visit with a bounce back offer.**
6. **Make sure staff is aware of the Restaurant Week offer.**
7. **Restaurant Week menu should be completely separate from your regular menu.**
8. **If your menu changes, please contact us (847-490-1010) ASAP to update our website.**
9. **PDF menu is created for our site. We are happy to provide it to you for your use!**
10. **Track how many Restaurant Week purchases you receive and where they heard about Restaurant Week! Survey results from 2016 suggest some restaurants received 500 or more customers during the 10-day period.**

Great opportunity for new guests to give us a try. Even though our return wasn't great, we saw some new faces. We would be enticed to participate again next year and promote within our building more.

- Fox & Hound Schaumburg

## What kind of promotion will my restaurant receive?

### Print:

- One Spotlight Ad per restaurant featured in the Daily Herald (value \$870)
- Complimentary display ad (5.45 in. x 5.48 in. - b/w) valued at \$953 after completion of Restaurant Week

### Radio:

- Restaurant mentioned in various live reads during the Rock N Roll Diner Lunchtime promotion
- Restaurant mention on WRMN AM-1410 - The Radio Shopping Show

### Online:

- Restaurant image/logo, prix-fixe menu, and a link back to your mini-site on ChicagoNorthwest.com. Participating OpenTable restaurants will also have reservation links.

## SAMPLE SPOTLIGHT & BONUS ADS

10 DAYS OF UNIQUE 3-COURSE MEALS!  
CHICAGO NORTHWEST  
**RESTAURANT WEEK 2016**  
February 18-28, 2016  
Brazil Express  
BRAZILIAN FIRE-GRILLED MEATS  
Menu at dinechicagonw.com  
**SAMPLE SPOTLIGHT\***

**Bahama Breeze**  
ISLAND GRILLE  
Spend Cinco de Mayo in the Islands!  
\$4 Classic Margaritas  
\$3 Modelo Bottles  
Happy Hour 4-6pm, 9-10pm  
Live Entertainment 5pm-9pm  
We're located at  
406 E. Golf Rd in Schaumburg  
(2 miles west of Woodfield Mall)  
Visit bahamabreeze.com for more information  
**SAMPLE BONUS AD  
IN DAILY HERALD\***

## Multimedia Campaign:

- **95.9 The River**
- **Daily Herald**
  - **NEW:** Geo-fencing
- **Daily Herald Business Ledger**
- **Facebook, Instagram & Twitter**
- **MCNW Website**
- **NEW: Pandora**
- **"At The Bar" segment on Check, Please!**
- **WRMN AM-1410**
- **NEW: WSHE 100.3**
  - On-air promotion, contest page, eblast
- **Community Source/Community Bargain Hunter**
- **Digital Billboards on I-90, Rt. 53, I-290 and Grand Court at Woodfield Mall**
- **Felt Like A Foodie Blogger**

This was the highest number of covers we have seen yet. Last year we had about 1/4 of what we saw this year. Keep the marketing efforts the same, it seems to be working!  
- Weber Grill Restaurant

## HOW DO I PARTICIPATE?

- 1) Fill out the **CHICAGO NORTHWEST RESTAURANT WEEK participation form** at <http://bit.ly/2ewzZDz>.
- 2) Submit a high resolution (300 DPI) restaurant logo and CNRW food image (vertical is best).
- 3) Submit \$200 in restaurant gift cards.

Contact **Christina Mitchell, Partnership Manager**  
at **847.490.1010** OR  
[cmitchell@chicagonorthwest.com](mailto:cmitchell@chicagonorthwest.com).

**DEADLINE: JANUARY 16, 2017**

\*NOT TO SCALE



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