

FEBRUARY 18 -28. 2016



CHICAGO NORTHWEST

RESTAURANT WEEK 2016



There's never been a better time to dine-around Chicago Northwest!

Let your restaurant shine during this promotion.

dinechicagonw.com

Why participate in Chicago Northwest Restaurant Week?

This is a promotional campaign funded by Meet Chicago Northwest to support our partner restaurants during a typically slower time of year. Participating restaurants will be featured in a \$20,000 Marketing Campaign as well as on our website on a special landing page devoted to CHICAGO NORTHWEST RESTAURANT WEEK.

We trust that many food enthusiasts, who are familiar with other regional restaurant week promotions, will be excited that our Chicago Northwest region is showcasing its 3rd Annual Restaurant Week.

How does my restaurant participate?

Restaurants must agree to:

1. Prix Fixe Menus - separate from regular menus (See tiers below)
2. 3-course menu can be any combination of the following examples: soup, salad, appetizer, entree, dessert
3. \$200 worth of restaurant gift cards donated to Chicago Northwest to be used for fundraising promotions (suggested denominations - \$25 or \$50)
4. Completed sign-up sheet to commit and list actual prix fixe menu(s) for posting on dinechicagonw.com
5. One signature item for feature in Daily Herald spotlight ad (include high resolution photo & logo)

Prix Fixe Tiers Are REQUIRED:

Lunch prix fixe \$10 OR \$20*

Dinner prix fixe \$20, \$30 OR \$40*

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

Hard part was to track it but we did get a number. 90% were new customers, one couple from Wheaton.

- 1913 Restaurant & Bar

Restaurant Week 2015 Successes

40

participating restaurants

4000+

new diners ordered off RW menus

Doubled numbers from last year and brought in new guests.

- Weber Grill Restaurant

Fantastic for us. New customers/clientele. Drives business in February.

- Grillhouse by David Burke

What kind of promotion does my restaurant receive for participating?

Daily Herald 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

95.9 The River Radio:

- Restaurant mentioned in various live reads during the Rock N Roll Diner Lunchtime promotion

Online:

- Restaurant logo, prix fixe menu, and a link back to your mini-site on ChicagoNorthwest.com

Print:

- Restaurant will be included in several half-page ads

Promotional Schedule:

Daily Herald

- Print, online and subscriber email campaign

Business Ledger

- Online

95.9 The River

- Rock N Roll Diner Lunchtime on-air promotion with participating restaurant mentions

Facebook

- Advertising and promoted posts

WRMN AM-1410

- On-air mentions and live interview

MCNW Website

- Homepage
- Digital ads

10 DAYS OF UNIQUE 3-COURSE MEALS!

CHICAGO NORTHWEST
RESTAURANT WEEK 2016

February 18-28, 2016

Brazil Express
Churrasco

BRAZILIAN FIRE-GRILLED MEATS

Menu at dinechicagonw.com

SAMPLE SPOTLIGHT AD*

*Not actual size

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 and vegetarian options) Vegetarian options have been asked for by customers!**
3. **Make sure to market Restaurant Week to your customer email database.**
4. **Post on your social media channels and website that you are a participating restaurant (Ask us for a logo today!). Use #dinechicagonw.**
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! Survey results from 2015 suggest some restaurants received 500 or more customers during the 10-day period.**
11. **Restaurant Week check presenters will be available for you to use on your tables, hostess stands, and of course, inside check presenters!**

HOW DO I PARTICIPATE?

Contact Christina Mitchell, Partnership Manager at 847.490.1010 OR cmitchell@chicagonorthwest.com to get a CHICAGO NORTHWEST RESTAURANT WEEK participation form.

