

VolumeOne

PRESENTS:



CHIPPEWA VALLEY

RESTAURANT WEEK



SEPTEMBER 15-24, 2017
DEADLINE: AUGUST 9, 2017



SEPT 15-24



AN EXCITING NEW OPPORTUNITY FOR THE DINING SCENE

For ten days in September (Friday Sept 15 - Sunday Sept 24), dozens of local restaurants will take part in the newest and biggest restaurant promotion in the Chippewa Valley! The week includes a calendar of special food-themed events, lots of hip buzz, and a ton of promotion across many channels of media in the Chippewa Valley market. And part of the event raises money for local food-based charities!



» HEAVY BUZZ: CREATING BIG-TIME AWARENESS THROUGH STRATEGIC PROMOTION

Promotion is what this event is all about. In addition to a broad array of media placements including print, online, email, TV, radio, social media, posters, and more, Restaurant Week organizers will aggressively seek out editorial placements through the same channels including RW talks on multiple radio shows, TV news segments, articles, and more. A dynamic and impressive website (in desktop and mobile versions) will serve as the hub of information for those interested in dining out, as well as a printed full festival guide featuring all the menus and events. Social media will be key both before and during the promotion, as those dining can tag photos of their meals which will stream in real time onto the Volume One and Restaurant Week websites.

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PRINT • **WEB** • **MOBILE** • **EMAIL** • **SOCIAL** • **TV** • **RADIO**
.....

EVENTS & HAPPENINGS

Adding to the festival vibe of RW, a handful of official food- and drink-focused RW events will be held across the promotion's ten days. A larger kick-off event will be held on the eve of the event to make an initial media splash, as well as smaller events across multiple venues. Themes for the events could include cook-offs, talks/discussions, film screenings, bartending competitions, trivia nights, live music, and more. Independent events held by participating restaurants could also be included as part of the festival.

FOOD-BASED CHARITIES

A local food-based charity will be selected each year as a partner for the event. Examples could include Feed My People Food Bank, The Community Table, St. Francis Food Pantry, etc. A portion of the sponsorships and proceeds from official festival events go towards this purpose.



V1 READERSHIP

Self-Reported Stats From Our Readers

94%

eat at a sit
down restaurant
every month

58%

eat at a sit down
restaurant 3 or more
times a month

» HOW IT WORKS: FIND NEW CUSTOMERS AND LOOK GOOD DOING IT

1. You decide you want to be a part of this impactful and profitable community-wide event and all the promotional partnerships, advertisements, and word-of-mouth it creates.
2. Your restaurant invests in a promotional package at your comfort level, which secures your involvement in the event and gains you part or all of a whole host of additional RW promotion (detailed on back).
3. This collective investment by participating restaurants creates a large pool of funds from which to promote the event across multiple media channels throughout the Chipewewa Valley and beyond.
4. You create a fixed price menu of one or more three-course offerings, within one or all of the price points of \$15, \$25, or \$35. More details on possibilities are explained below.
5. Your restaurant and your special menu(s) are featured in the RW printed guide, website, and giveaways. You will receive access to a digital promotional toolkit, as well as printed materials for your establishment.
6. As excitement and sales roll in throughout the event, your restaurant keeps 100% of your revenue, plus you benefit from guest social media buzz and look good as an active community partner.

MORE ON MENUS (INCLUDING DINNER, LUNCH, AND/OR BREAKFAST)

To participate, restaurants compose a special RW prix-fixe (fixed price) dinner menu of one or more three-course offerings within one or all of the three price points per person: \$15, \$25, or \$35. Create a great-sounding and tasty menu, but something perceived as a good value so it's economically attractive to the guest. With each meal, a guest selects one appetizer, one entrée, and one dessert. Prices do not have to include beverages, gratuity, or other add-ons, unless you choose to do so. There can be multiple course options within each price point, or it can be a fixed set of items, whichever the establishment prefers, and you may feature items typically served, or "specials" just for the event. Two course lunch or breakfast options may also be offered for \$10/person. Other creative opportunities may be created as well, though to keep a focus for the event, the core concept of three-course offerings at the \$15/\$25/\$35 price points are preferred.



KEEP
100%
OF YOUR
SALES!



CHIPPEWA VALLEY
RESTAURANT WEEK



WANT IN?



TO LEARN ABOUT THREE
GREAT WAYS TO PARTICIPATE,
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Email: advertising@volumeone.org • Phone: 715-552-0457

(715) 552-0457 | 205 N. DEWEY STREET EAU CLAIRE, WI 54703 | VOLUMEONE.ORG

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