

VolumeOne

PRESENTS:



CHIPPEWA VALLEY

RESTAURANT WEEK



SEPTEMBER 20-29, 2019

DEADLINE: AUGUST 2, 2019





THE CHIPPEWA VALLEY'S MOST EXCITING & SUCCESSFUL DINING EVENT RETURNS!

For ten days in September, dozens of local dining establishments will take part in the biggest restaurant promotion the Chippewa Valley has to offer. The week includes a calendar of special food-themed events, massive amounts of buzz, and a ton of promotion across many channels of media in the Chippewa Valley market. And part of the event raises money for a local food-based charity.



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

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

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

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EVENTS & HAPPENINGS

Adding to the vibe of RW, a handful of official food and drink focused events are held across the promotion's ten days. A larger kickoff event is 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 may also be included.

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 Restaurant Week events go towards this purpose.

» HUGE RESULTS FOR RESTAURANTS

92%

of restaurants rated their RW experience as GOOD or GREAT, with 93% indicating they'd DO IT AGAIN

86%

said they saw either some or many NEW CUSTOMERS

83%

of all participating restaurants had an overall INCREASE IN SALES

» 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 pool of funds from which to promote the event across multiple media channels throughout the Chippewa 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, & 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 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 menu suggestions may work as well. Although to keep a focus for the event, the core concept of three-course offerings within the \$15, \$25 and \$35 price points are preferred.

