



4th Annual Nazareth Area Restaurant Week
Sunday, September 11th – Saturday, September 17th, 2022

SPONSORSHIP OPPORTUNITIES

The Nazareth Area Chamber, a proud partner of the Greater Lehigh Valley Chamber of Commerce, is excited to announce our 4th Annual Restaurant Week for the Nazareth Area. After the success of last year's inaugural Restaurant Week, we are thrilled to host this event once again to bring new and returning customers to our local establishment.

The intention remains twofold: 1. For restaurants, it is a week during a relatively slow time of year to boost their sales by both encouraging new customers to experience their food and persuade returning customers to bring their friends/family back for another taste. Typically, restaurants offer fixed menus with special prices. This year, with the current situation, we are allowing restaurants to decide if they will offer a fixed price dine-in menu, a fixed price takeout menu, or a gift card special. One size does not fit all, and we want to make this initiative successful for all parties involved!

Be a part of this year's success with this opportunity to put your name in front of thousands of people!

Advertising and Promotional Avenues for the event have included / may include the following: (Over \$2,000 worth of advertising!)

- Print Advertising – The Morning Call, The Nazareth Key
- Radio Advertising – B-104/i-Heart Radio, WAEB – Chat with the Chamber
- Nazareth Area Chamber's Restaurant Week Page – which will include the menus for viewing
- Facebook – Nazareth Area Chamber, Greater Lehigh Valley Chamber, B-104
- Greater Lehigh Valley Chamber's Print Newsletter (mailed to over 7,000 members) – Ad and mention in monthly article written by the Nazareth Area Chamber's Chair
- Event Poster distributed to participating restaurants, event sponsors and high pedestrian areas in town
- Media Mentions – varies from year to year but have included the Morning Call, The Nazareth Key, etc.

SPONSORSHIP LEVELS – Please make checks payable to the "GLVCC".

- PRESENTING SPONSORSHIP \$1,000 (ONLY ONE! Chamber Exclusive)**
- Banner AD on Nazareth Area Chamber's website promoting Restaurant Week - referencing you as the PRESENTING SPONSOR
 - Your business name as a PRESENTING SPONSOR on all Restaurant Week posters / fliers and print advertisements
 - Your company logo on all Restaurant Week posters / fliers and print advertisements – recognized as the PRESENTING SPONSOR
 - Mention of you as the PRESENTING SPONSOR in the media release and any outgoing content with a written description
 - Opportunity to provide a video promoting the event which we will use on social media
 - At least 5 Facebook mentions/tags in our boosted posts on the Nazareth Area Chamber's page and the event page as the PRESENTING SPONSOR

- Full Geo-Chamber E-Blast marketing the event with your business logo on it

☐ GOLD SPONSORSHIP \$700 Chamber Rate

- Your logo prominent on all Restaurant Week posters / fliers and print advertisements – recognized as the GOLD SPONSOR
- Mention of you as the GOLD SPONSOR in the media release and any outgoing content with a written description
- At least 3 Facebook mentions/tags in our boosted posts on the Nazareth Area Chamber’s page and the event page as the GOLD SPONSOR
- Full Geo- Chamber E-Blast marketing the event with your business logo on it

☐ SILVER SPONSORSHIP \$450 Chamber Rate

- Your logo on all Restaurant Week posters / fliers and print advertisements - recognized as the SILVER SPONSOR
- Mention of your sponsorship in the media release and any outgoing content with a written description
- At least 2 Facebook mentions/tags in our boosted posts on the Nazareth Area Chamber’s page and the event page as the SILVER SPONSOR
- Full Geo-Chamber E-Blast marketing the event with your business logo on it

☐ BRONZE SPONSORSHIP \$300 Chamber Rate

- Your business name on all Restaurant Week posters / fliers and print advertisements – recognized as the BRONZE SPONSOR
- Mention of your sponsorship in the media release and any outgoing content with a written description
- Full Chamber E-Blast marketing the event with your business name on it

☐ SUPPORTING SPONSORSHIP \$150 Chamber Rate

- Mention of your sponsorship in the media release and any outgoing content with a written description
- Full Geo- Chamber E-Blast marketing the event with your business name on it

Please commit to sponsorship and arrange payment by contacting the Nazareth Area Chamber of Commerce:

Jessica O’Donnell: JessicaO@lehighvalleychamber.org