

2ND ANNUAL NORTHAMPTON AREA RESTAURANT WEEK!!

You're invited! We want you to be a part of our 2nd Annual Restaurant Week in the Northampton Area. We want to bring people from all over the Lehigh Valley and beyond to your restaurant!

Your cost commitment as a Chamber Member is \$20; Future Member is \$40. Your investment will be used to supplement our sponsorship money for event advertising expenses (\$5,000 value) in *The Morning Call*, *The Home News*, *The Nazareth Key*, communication sent from the Northampton Area School District students, radio promotions, etc.

The purpose of a restaurant week is to offer a greatly enticing special for one week—to **boost your sales for that week, to encourage new customers to try your food, or to persuade returning customers to try something new and/or bring along their friends & family.** During this time, we understand that there is not a one size fits all model. Therefore, we are leaving it up to you to determine if you'd like to offer a fixed price dine-in menu, a fixed price takeout menu, a gift card deal, etc. We want this to be a successful initiative for all parties involved.

Your primary responsibility is to offer an enticing deal, during March 7-13, 2021, and to also promote it on all your social media outlets. If you are doing a fixed price menu, we do encourage you to have separate menus to handout during the week so people see the specials right up front.

Please read below to find out **WHAT'S INVOLVED:**

- ❖ **Offer a special (fixed price dine-in menu, fixed price takeout menu, gift card deal, etc.) for the ONE WEEK of the event featuring “enticing” specials**
 - Ideas for menus (YOU pick your price/offerings based on your menu items):
 - ex) \$10 Lunch – includes your choice of a sandwich, cup of soup, dessert, and soda
 - ex) \$25 Dinner – choose one appetizer, entrée, and dessert from each list
 - ex) 10% off total bill
 - ex) Buy \$25 gift card, get \$5 gift card free
- ❖ **Have copies of your special printed & made available to customers during event**
- ❖ **Provide (3) Gift Cards for \$25 each to be used on Radio & Social Media Giveaways promoting Restaurant Week**
- ❖ **Promote YOUR Restaurant Week Special in your establishment before and during the event**
We will...
 - Advertise in the Morning Call and if sponsorships allow, in local media outlets as well
 - Promote local via posters and fliers, the borough website & Facebook, and media releases
 - Post your menu on the Chamber's Restaurant Week webpage

Let us know you are “in” **by February 14, 2022.** Please make your checks payable to “GLVCC.” You may send them to our Whitehall Office 881 3rd St. Suite B-10 Whitehall PA 18052.

We hope to have you join us!

Sincerely,
Kylie Adams-Weiss
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