



2nd Annual Northampton Area Restaurant Week Sunday, March 6th – Saturday, March 12th 2022

SPONSORSHIP OPPORTUNITIES

The Northampton Area Chamber, a proud partner of the Greater Lehigh Valley Chamber of Commerce, is excited to announce the 2nd Ann Restaurant Week for the Northampton Area.

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, Home News
- Radio Advertising – B-104/i-Heart Radio, WAEB – Chat with the Chamber
- Northampton Area Chamber's Restaurant Week Page – which will include the menus for viewing
- Facebook – Northampton Area Chamber, Greater Lehigh Valley Chamber, B-104
- Greater Lehigh Valley Chamber's Print Newsletter (mailed to over 7,000 members) – Ad
- 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 Home News, etc.

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

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|--------------------------|-------------------------------|--|
| <input type="checkbox"/> | PRESENTING SPONSORSHIP | \$700 (ONLY ONE! Chamber Exclusive) |
|--------------------------|-------------------------------|--|
- Banner AD on Northampton 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
 - Social Media posts on the Northampton Area Chamber's page and the event page as the PRESENTING SPONSOR
 - Video provided by you, on why your business is supporting this initiative and why others should participate in supporting our local businesses

GOLD SPONSORSHIP \$500 Member Rate | \$1000 Future Member 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
- Social Media posts on the Northampton Area Chamber’s page and the event page as the GOLD SPONSOR

SILVER SPONSORSHIP \$300 Member Rate | \$600 Future Member 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
- Social Media posts on the Northampton Area Chamber’s page and the event page as the SILVER SPONSOR

BRONZE SPONSORSHIP \$200 Member Rate | \$400 Future Member 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

SUPPORTING SPONSORSHIP \$100 Member Rate | \$200 Future Member Rate

- Mention of your sponsorship in the media release and any outgoing content with a written description

Please commit to sponsorship and arrange payment by contacting the Northampton Area Chamber of Commerce: Jessica O’Donnell: JessicaO@lehighvalleychamber.org