**3rd Annual Greater Northampton Area Restaurant Week- March 5th-11th 2023**

**You’re invited to be a part of our 3rd Annual Restaurant Week in the Greater Northampton Area! This week is an opportunity to showcase your restaurant, bringing people from all over the Lehigh Valley and beyond to experience what our local Northampton Area restaurants have to offer.**

**The cost commitment as a Chamber Member is $30 + three $25 gift cards; Future Member is $60 + three $25 gift cards.** Your investment will be used to supplement our sponsorship money for event advertising expenses *($5,000 value)* in local newspapers, radio promotions, and on social media.

**We will help you advertise to a wide audience, boost your sales, and encourage new customers to try your food, and 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, special offers, etc. We want this to be a successful initiative for all parties involved.

**Your primary responsibility is to offer an enticing deal, during March 5-11th, 2023,** 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:**

* **Let your Chamber Liaisons know you’re IN by February 6th**
* **Offer a special for the week of March 5-11th featuring enticing specials**
  + Ideas for menus (YOU pick your price/offerings based on your menu items):
    - ex) $XX Lunch – includes your choice of a sandwich, cup of soup, dessert, and soda
    - ex) $XX 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
* **Send your Chamber Liaison the special offers you are offering by *February 14th* so we can post these and promote you.** Please make your check payable to “GLVCC.” You may send them to our office, 18 S. Main St., Nazareth, PA 18064.
* **Provide your Chamber Liaison with three (3) Gift Cards for $25 each to be used on radio & social media giveaways promoting Restaurant Week. Arrange to drop these off at 18 S. Main St, Nazareth by *February 14th* so we can use them to generate buzz leading up to the event.**
* **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 locally via posters and flyers, on the Chamber website & Facebook, and media releases
    - Post your menu on the Chamber’s Restaurant Week webpage

Let us know you are “in” **by February 6th, 2023.** We are thrilled to be supporting our Greater Northampton Area restaurants while making our community the best place in the Lehigh Valley to live, work, and play! We look forward to your participation!

Sincerely,

Jessica O’Donnel-Gower

EVP, Affiliated Chambers | [JessicaO@lehighvalleychamber.org](mailto:JessicaO@lehighvalleychamber.org)

Nicole Miles

Manager, GNACC | [NicoleM@lehighvalleychamber.org](mailto:NicoleM@lehighvalleychamber.org)

Kate Hartney

Coordinator, GNACC | [KateH@lehighvalleychamber.org](mailto:%20KateH@lehighvalleychamber.org)

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