

RW

Restaurant Week

Jacksonville

Presented by

BEYOND FOOD NETWORK
RESTAURANT & MENU REVIEW



OCTOBER 16TH - OCTOBER 31ST

TOP CHEFS • WORLD-CLASS CUISINE

www.JacksonvilleRestaurantWeek.com

904-683-0918

DUVAL • CLAY • BAKER • NASSAU • ST JOHNS • FLAGLER & PUTNAM COUNTIES

JACKSONVILLE RESTAURANT WEEK

ABOUT

Jacksonville Restaurant Week is a dynamic marketing initiative led by **Restaurant & Menu Review** magazine on behalf of the North Florida restaurant community. Our aim is to promote the scale and variety of our many cuisines to local patrons as well as visitors to our area. **Jacksonville Restaurant Week** seeks to position North Florida as a top restaurant destination and build awareness, traffic and revenue for restaurants throughout Greater Jacksonville.

This **fifteen day** food festival celebrates all things epicurean around the First Coast. The event offers a unique opportunity to display the area's culinary talent. This is the perfect way of spotlighting the First Coast as a premier dining destination while showcasing your restaurant to prospective diners.

This celebration/event offers thousands of diners a chance to enjoy a special three (or more) course prix-fixe menu from participating restaurants across the metro area.

What is the program?

Jacksonville Restaurant Week presented by **Restaurant and Menu Review** magazine will become one of the First Coast's marquis events like similar events in **New York, London, Paris, Miami, Orlando, LA** and other major cities around the world. Our dining program features specially priced lunches and dinners at more than 100 restaurants in North Florida.

Visitors and locals can feast on incredible three-course dinners from **\$15, \$20, \$30 or \$40+** (excluding drinks, tax and gratuities) Many participating restaurants also offer lunch for a flat **\$15, \$20, \$30 or \$40+** (excluding drinks, tax and gratuities).

Each participating restaurant provides an appetizer, entree and dessert at a fixed price averaging a **25-60** percent discount from the regular value.

The Beginning...

Jacksonville Restaurant Week is a bi-annual event in **March** and **October** and offers an exceptional marketing platform for participating restaurants.

The event is designed to increase restaurant visits through a comprehensive promotional and advertising campaign that will include **television, print, outdoor, digital and radio**. The awareness and exposure is further reinforced by an extensive PR campaign.

JACKSONVILLE RESTAURANT WEEK

Overview

<u>WHEN:</u>	October 16th to October 31st, 2023
<u>TIME:</u>	Lunch & Dinner Hours
<u>PLACE:</u>	Restaurants throughout North Florida <i>(Duval, Clay, Baker, Nassau, St Johns, Flagler & Putnam Counties)</i>
<u>COST TO DINERS:</u>	Lunch Menu \$15, \$20, \$30 or \$40+ Dinner Menu \$15, \$20, \$30 or \$40+

TARGET AUDIENCE: ALL Diners

RESTAURANT PACKAGES:

<u>PACKAGE</u>	<u>INVESTMENT</u>	<u>VALUE</u>
One Star	\$400.00	\$1,500
Two Star	\$600.00	\$2,500
Three Star	\$800.00	\$3,500
Four Star	\$975.00	\$4,500

per restaurant plus **FOUR** \$50.00 gift cards \$250 for additional locations plus **FOUR** \$50.00 gift cards

RESTAURANT BENEFITS:

Participants receive a promotional package valued at **up to \$4,500+**.

The package includes:

- **Chef profile** with image on website as well as profile of dining area and images of food.
- Full page ad on the **Jacksonville Restaurant Week** website
- Ad in the **Restaurant & Menu Review** digital edition
- A **\$2,500** display ad in **Restaurant & Menu Review** print edition (*circulation 125,000*)
- A **30sec** commercial on **Restaurant & Menu Review TV**, our weekly TV show for and about restaurants.
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on **Social Media** pages: *Facebook - Twitter - Instagram - YouTube - etc.*

Additionally, you will receive coverage on our other sister sites, plus residual coverage in the multiple venues where the event is promoted. (*Radio, TV, Magazines, Newspapers, Posters, Outdoor, Online, Social Media etc*)

Also, you will have:

- An opportunity to promote your restaurant's signature dishes
- An opportunity to attract new patrons during the event
- An opportunity to thank existing patrons for their past patronage

CONTACT: **904-683-0918 - Office**
info@JacksonvilleRestaurantWeek.com

Jacksonville Restaurant Week is a marketing and promotional collaboration between Beyond Food Network, Restaurant & Menu Review and the North Florida restaurant community.

RESTAURANT PACKAGES

One Star pkg	<u>INVESTMENT</u>	<u>VALUE</u>
	\$400.00	\$2,500

The package includes:

- Full page ad on the **Jacksonville Restaurant Week** website with **Chef profile** with image as well as profile of dining area and images of food.
- 1/12 page ad in the **Restaurant & Menu Review** digital edition
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on all **Social Media** pages:

Two Star Pkg	<u>INVESTMENT</u>	<u>VALUE</u>
	\$600.00	\$3,500

The package includes:

- Full page ad on the **Jacksonville Restaurant Week** website with **Chef profile** with image as well as profile of dining area and images of food.
- 1/6 page ad in the **Restaurant & Menu Review** digital edition
- A **\$1,000** display ad in **Restaurant & Menu Review** print edition (*circulation 125,000*)
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on **Social Media** pages:

Three Star Pkg	<u>INVESTMENT</u>	<u>VALUE</u>
	\$800.00	\$4,500

The package includes:

- Full page ad on the **Jacksonville Restaurant Week** website with **Chef profile** with image as well as profile of dining area and images of food.
- Ad in the **Restaurant & Menu Review** digital edition
- A **\$1,500** display ad in **Restaurant & Menu Review** print edition (*circulation 125,000*)
- A **15sec** commercial on **Restaurant & Menu Review TV**, our weekly TV show for and about restaurants.
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on **Social Media** pages:

Four Star Pkg	<u>INVESTMENT</u>	<u>VALUE</u>
	\$975.00	\$5,500

The package includes:

- Full page ad on the **Jacksonville Restaurant Week** website with **Chef profile** with image as well as profile of dining area and images of food.
- Ad in the **Restaurant & Menu Review** digital edition
- A **\$2,000** display ad in **Restaurant & Menu Review** print edition (*circulation 125,000*)
- A **30sec** commercial on **Restaurant & Menu Review TV**, our weekly TV show for and about restaurants.
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on **Social Media** pages:

*Per restaurant plus **FOUR** \$50.00 gift cards. \$250 for additional locations plus **FOUR** \$50.00 gift cards

Additionally, you will receive coverage on our other sister sites, plus residual coverage in the multiple venues where the event is promoted. (*Radio, TV, Magazines, Newspapers, Posters, Outdoor, Online, Facebook, Twitter and more*)

Also, you will have:

- An opportunity to promote your restaurant's signature dishes
- An opportunity to attract new patrons during the event
- An opportunity to thank existing patrons for their past patronage

Jacksonville Restaurant Week

A GUIDE FOR THE RESTAURANTEUR

We offer these tips to help your staff prepare for a successful Restaurant Week experience. Additional materials designed to help raise customer awareness will be available at the kickoff event.

DATES:

- **October 16th to October 30th, 2023**

DESCRIPTION:

- Participating restaurants offer a special, fixed-price, three-course lunch & dinner menu. Many also offer a special three-course lunch. Staff should be aware of your participation (dinner only, lunch only or lunch and dinner) and any exclusions.

PRICING:

- The fixed price is **\$15, \$20, \$30 or \$40+** per person for dinner and **\$15, \$20, \$30 or \$40+** per person for lunch. Price excludes beverage, tax and tip.

RESERVATIONS:

- In late February **Restaurant & Menu Review** magazine and other sponsors will make a first announcement to VIP customers that reservations are open.
- Expect an unusually high volume of calls for reservations during Restaurant Week. Hosts/Hostesses should be prepared with your reservation policies for the week as well as the days of participation, cost and other details.
- To avoid “no-shows,” we recommend confirming reservations ahead of time and asking your customers to call if their plans change.

MENU PRESENTATION:

- Make sure your Restaurant Week menus have all necessary information on them, particularly noting that beverages, tax and tip are not included in the Restaurant Week price.
- We suggest that guests be presented with both your standard menu and the Restaurant Week menu at the start of the meal. A guest should not have to ask for the Restaurant Week menu.
- We suggest incorporating the **North Florida Restaurant Week** logo on your menu.

PROMOTE YOUR PARTICIPATION:

- Email your customers and tell them about Restaurant Week.
- Post your Restaurant Week menu on your website.
- Email a PDF of your menu to **menu@jacksonvillerestaurantweek.com** and we'll post it on the official Restaurant Week website. [PDF format only]

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Jacksonville Restaurant Week

MENU GUIDELINES

1. For **\$15, \$20, \$30 or \$40+** per person for dinner and **\$15, \$20, \$30 or \$40+** per person for lunch, guests will be able to choose a three-course meal (including appetizer, entrée, and dessert).
2. **Restaurants must provide a special Restaurant Week menu in addition to their standard menu.** It is recommended that you offer three options for each course, i.e., three appetizers, three entrees and three desserts. The Restaurant Week menu should be presented to all guests along with the standard menu. Guests should not have to request the Restaurant Week menu.
3. **Beverage, tax and gratuities are not included in the price** and this should be noted on the menu.
4. **Menu items should be representative of your restaurant** in both portion size and quality. Remember that your menu will leave an impression with diners, including many who might be trying your restaurant for the first time.
5. **Include a vegetarian option.** Vegetarians dine out too! It's one of the most frequent requests we receive.
6. **Restaurant Week is designed to promote North Florida as a culinary destination.** We encourage you to include local products on your Restaurant Week menu. A list of local sources is available on our website. Also visit our Restaurant Week sponsors for products to feature.
7. **Restaurant Week is an opportunity to showcase your restaurant's cuisine** and to highlight your best creations. You might choose to feature dishes that are most popular among your guests, some signature menu items, or your own favorites. Whatever your approach, be creative and have fun!
8. **Use the Jacksonville Restaurant Week logo on your menu** to highlight your participation in the collaborative promotion.

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Jacksonville Restaurant Week

FAQs

FOR THE DINERS:

What is a Restaurant Week?
Why do restaurants participate in Restaurant Week?
What is North Florida Restaurant Week?
When is it?
What is the cost?
How do I take part in Jacksonville Restaurant Week?
Which restaurants are involved?
What is a prix-fix menu?
Are reservations required?
Who puts on Jacksonville Restaurant Week?
Why did Jacksonville Restaurant Week start?
How do I enter the contest?
Is Jacksonville Restaurant Week on Social Media?

FOR THE RESTAURANTS:

How do I become part of Jacksonville Restaurant Week?
Why Should I Participate in Jacksonville Restaurant Week?

FOR SPONSORS:

I'm a potential sponsor, who do I contact about getting involved with the Jacksonville Restaurant Week?

FOR THE MEDIA:

I am a member of the media, how do I receive additional information?

NOT FINDING WHAT YOU NEED:

Call us at
904-683-0918 Office
email: info@jacksonvillrestaurantweek.com

What is a Restaurant Week?

A "Restaurant Week" is an opportunity for you, the partons, to dine at new restaurants or trusted favorites at an incredibly low fixed price. Ever wondered about that restaurant you've heard about or driven by all those times? Restaurant Week provides the opportunity to visit knowing exactly what you will be spending.

Why do restaurants participate in Restaurant Week?

Restaurant Week offers restaurants the opportunity to introduce the community and visitors to what they do best at a price that encourages dining out. Restaurants will be showing you their best, they want you to come back!

What is Jacksonville Restaurant Week?

Jacksonville Restaurant Week is a celebration of food that spreads throughout North Florida, inviting diners to dine for a deal in nearly every First Coast neighborhood. The dining celebration features over 100 of restaurants offering three-course dinner and lunch menus

When is it?

Jacksonville Restaurant Week is a fifteen day bi annual promotion held in **March** and **October**. The next **Jacksonville Restaurant Week** is **October 16th to October 31st, 2023**

What is the cost?

Restaurants offer a three-course dinner from **\$15, \$20, \$30 or \$40+** featuring an appetizer, entrée and dessert with up to three options for each course. Some participants also offer a three-course lunch from **\$15, \$20, \$30 or \$40+**. **Price is per person and does not include drinks, tax or gratuity.*

How do I take part in Jacksonville Restaurant Week?

No passes, tickets or coupons are required. Diners may simply visit their favorite participating restaurants throughout the 15 days to enjoy the special fixed price

menus. It is strongly recommended that diners make reservations in advance. To make a lunch or dinner reservation, please contact the restaurant directly.

Which restaurants are involved?

Restaurants throughout North Florida are participating. A complete list of participating restaurants is available here to assist you in planning your **Jacksonville Restaurant Week** celebration. You may search by name, meal period or neighborhood, making it easy to navigate the restaurant options.

What is a prix-fix menu?

A prix-fixe menu is simply a menu of predetermined items presented as a multi course meal (typically an appetizer, entree and dessert) at a set price.

Are reservations required?

Reservations are not required, but are strongly encouraged. Walk-ins are appreciated; however, there is no guarantee that walk-in guests can be accommodated. Please check with the restaurant(s) you are interested in dining at to learn of their reservation policy.

Who puts on Jacksonville Restaurant Week?

Jacksonville Restaurant Week is operated by **Restaurant & Menu Review Magazine**.

Why did Jacksonville Restaurant Week start?

North Florida Restaurant Week is modeled after similar promotional events in New York, Miami, London, Paris and LA. The purpose is to attract new patrons and thank loyal diners for their support over the years.

It is a celebration of food, offering the most price-conscious restaurant promotion in the area and one of the lowest priced restaurant promotions in the country.

How do I enter the contest?

During the fifteen day event a daily contest is held on the **Jacksonville Restaurant Week** website. Winners receive \$50 gift card/certificates to Restaurant Week restaurants.

At the end of Restaurant Week, we will hold a grand prize drawing to which a lucky individual will win a \$50 gift card/certificate for 52 weeks at selected participating restaurants.

Is Jacksonville Restaurant Week on Social Media?

We are very active on both Facebook and Twitter. Please like/follow us for the latest news on **North Florida Restaurant Week** and **Restaurant and Menu Review Magazine** news and updates. Insider tip: like/follow us for more chances to win \$50 gift certificates to participating restaurants.

How do I become part of Jacksonville Restaurant Week?

Any North Florida restaurant that offers a value driven three-course **dinner menu** from **\$15, \$20, \$30 or \$40+** and/or a **lunch menu** from **\$15, \$20, \$30 or \$40+** is welcome to participate. To participate or for additional information, please email your restaurant name and contact information to info@northfloridarestaurantweek.com

Why Should I Participate in Jacksonville Restaurant Week?

Jacksonville Restaurant Week will be a regionwide marketing effort to get the community to dine out, try new restaurants, return to old favorites, and sample new menu items at their favorite restaurants. As a participating restaurant, you can enjoy increased traffic and retain higher margins compared to other promotions. This is your opportunity to WOW these customers and turn them into regular patrons!

If I'm a potential sponsor, who do I contact about getting involved with the Jacksonville Restaurant Week?

There are a number of opportunities to have your company branding visible to thousands of consumers. For information regarding sponsorship opportunities including a limited number of naming opportunities, please contact Godwin at 904-683-0918 or email: info@jacksonvillerestaurantweek.com

I am a member of the media, how do I receive additional information?

Please contact **Jacksonville Restaurant Week's** at **904-683-0918 Office**
info@jacksonvillerestaurantweek.com

RESTAURANT PARTICIPATION AGREEMENT FORM

Registration Marketing co-op costs are \$400 to \$975 per restaurant plus FOUR \$50 gift cards or certificates. \$250 for additional locations with same menu.

The FOUR \$50 gift cards/certificates per location will be used for contest/trade-out marketing.

Checks should be made out to **Gumbs Media Group/Jacksonville Restaurant Week** and mailed with application to P.O. Box 5147 Jacksonville, Florida 32247.

Payment: In order for an application to be considered complete we must receive full payment and FOUR gift cards/certificates

___ One Star Pkg \$400 ___ Two Star Pkg \$600 ___ Three Star Pkg \$800 ___ Four Star Pkg \$975

Check Enclosed - Amount: \$ _____ # _____

If you are paying by card, please fill out registration and we will invoice you through Square

Per restaurant plus **FOUR \$50.00 gift cards. \$250 for additional locations plus **FOUR** \$50.00 gift cards*

Agreement:

Participating restaurants **MUST** offer a special discounted price three item menu everyday during **Restaurant Week**. A minimum of three selections per course are recommended. Beverages are not required. If you would like to add additional items to your prix fixe menu that are higher priced, you may add them with a supplemental charge. This is provided that there are discounted choices on the menu for each course.

The restaurant listed in this "Agreement Form" has agreed to participate in the **Jacksonville Restaurant Week** and agrees to follow all terms outlined in the agreement and adhere to the rules and payment as agreed upon.

Restaurant Information:

Restaurant Name: _____

Contact Person: _____

Physical Address: _____

City: _____ State: _____ Zip: _____

Phone#: O: _____ Fax: _____ Cell: _____

Email: _____

Web: www. _____

Signature: _____ Date: _____

Should you have any questions, please call 904-683-0918 or email info@jacksonvillerestaurantweek.com.

JACKSONVILLE RESTAURANT WEEK P. O. BOX 5147 | JACKSONVILLE | FLORIDA | 32247

www.jacksonvillerestaurantweek.com

SPONSORSHIP BENEFITS/INVESTMENT

EXTEND YOUR PRESENCE DURING JACKSONVILLE RESTAURANT WEEK

After you've secured your space at this year's event, it's time to start thinking how you can reach more clients in a more meaningful way. We've designed a wide array of opportunities where your company's logo and messaging can be seen in ways that are effective and appropriate.

With price points ranging from \$1,000 to \$50,000, there are sponsorship opportunities for any company looking for more restaurant clients or for their patrons. Take a look at these options and purchase a la carte or contact us to create a custom package that would be perfect to meet your company's goals and objectives.

Sponsorship of **Jacksonville Restaurant Week ("JAXRW")** offers your company an opportunity to boost awareness among North Florida's diners as well as reach the numerous visitors coming into the area. By participating in **Jacksonville Restaurant Week**, sponsors will receive maximum exposure before, during and after the event through aggressive marketing and media relations activities such as advertisements, publicity, marketing materials, website exposure and visibility throughout the area.

(TOTAL MARKETING VALUE OF SPONSORSHIP PARTNER PACKAGES RANGES FROM \$5,000 TO \$100,000)

<u>PACKAGE</u>	<u>INVESTMENT</u>	<u>VALUE</u>
• Founding Partner	\$50,000	\$100,000
• Presenting Partner	\$30,000	\$60,000
• Exclusive Title Partner	\$20,000	\$40,000
• Platinum Level Business Partner	\$15,000	\$30,000
• Gold Level Business Partner	\$10,000	\$20,000
• Silver Business Partner	\$5,000	\$10,000
• Bronze Business Partner	\$3,000	\$6,000
• Official Marketing Partner	\$1,500	\$3,000

THE PACKAGE INCLUDES:

- Company profile on website and magazine.
- Company's name, logo display, website link on www.jacksonvillerestaurantweek.com
- Full page ad on the **Jacksonville Restaurant Week** website
- Display ad in **Restaurant & Menu Review** magazine (*125,000 circulation, a \$2,500 to \$6,169 value*)
- Ad in the **Restaurant & Menu Review** digital edition
- Banner ad on high-traffic pages on www.restaurantandmenureview.com
- TV coverage from 30 seconds to 30 minutes on our new **Restaurant & Menu Review TV** show coming this Fall.
- Your logo as "Partner" on marketing & promotional pieces
- Rotating banner on partner websites with your **Audio/Video** commercial and link to your site
- **Honorable mentions on Social Media pages:**
 - **Facebook - Twitter - YouTube - Instagram etc.**
- Listing in our **web directory** with your logo, address with link to Google maps, phone number, and a direct link to your home website.

Additionally, you will receive coverage on our other sister sites, plus residual coverage in the multiple venues where the event is promoted. (*Radio, TV, Magazines, Newspapers, Posters, Outdoor, Online, Facebook, Twitter and more*)

Also, you will also receive:

- Company name included in all press materials sent to approximately 100+ metropolitan and regional media outlets.
- Unparalleled relationship building opportunities.
- Substantial public relations coverage.
- Local and regional promotional opportunities
- An opportunity to promote your company's portfolio of products
- An opportunity to attract new clients (restaurants as well as their diners)
- An opportunity to thank existing clients and the community for their past patronage

To secure your sponsorship level today, contact us at (904) 683-0918 or info@jacksonvillerestaurantweek.com

Jacksonville Restaurant Week

JACKSONVILLE RESTAURANT WEEK

PARTNERSHIP CONTRACT

Company Name _____

Contact _____ Title _____

Street _____ Suite _____

City _____ State/Province _____

Country _____ Zip/Postal Code _____

Telephone (____) _____ Fax (____) _____ Cell (____) _____

E-mail _____ Web address _____

PARTNERSHIP PREFERENCES		MEDIA PARTNER	
Founding Partner	\$50,000	Exclusive Media Title Partner	\$20,000
Presenting Partner	\$30,000	Online	\$10,000
Exclusive Title Partner	\$20,000	Newspaper	\$10,000
Platinum Level Partner	\$15,000	Magazine	\$10,000
Gold Level Business Partner	\$10,000	Radio	\$10,000
Silver Business Partner	\$5,000	TV	\$10,000
Bronze Business Partner	\$3,000	Billboards	\$10,000
Official Marketing Partner	\$1,500	Other	\$10,000
Other _____	\$ _____		

Please read the Contract Terms and Conditions (on Reverse).

- **100% due upon signing contract**

Name (please print) _____ Title _____

Authorized Signature _____ Date _____

Partnership Coordinator _____

METHOD OF PAYMENT:

CHECK # _____ enclosed. Payable in U.S. funds to **Gumbs Media Group/Jacksonville Restaurant Week**

CREDIT CARD Amex Visa Mastercard Discover *Amount Paid: _____

TO PAY BY CARD PLEASE CONTACT THE OFFICE OR GO ONLINE

Authorized Card Holder _____

Billing Address _____

Signature _____ Fax _____

Return original with payment to: **Gumbs Media Group** P.O. Box 5147 | Jacksonville | FL | 32247 | 904-683-0918