

# SAVE THE DATE TO PARTICIPATE

You're invited to showcase your restaurant's signature dishes and desserts during the 6th Annual Dunwoody Restaurant Week returning this June!



JUNE 10-17, 2017

6<sup>TH</sup> ANNUAL



## PROMOTION DETAILS:

### **Dunwoody Restaurant Week returns for its 6th and biggest year yet, June 10-17th!**

The Dunwoody Convention + Visitors Bureau (CVBD) would like to invite you to participate and offer prix-fixe menus for lunch and dinner at the set price points of \$10, \$15 or \$25 for lunch and/or \$20, \$30 or \$45 for dinner. It is COMPLETELY FREE to participate!

The CVBD will coordinate and support all marketing efforts and our website will host promotion details as well as menus for participating restaurants and Open Table reservation information. Restaurants interested in participating sign up and submit menus online at [DunwoodyRestaurantWeek.com](http://DunwoodyRestaurantWeek.com) or sign and return the sheets in this packet. Deadline to participate is May 12th!

**We hope you participate this year!** Questions? Call **(678) 244-9805** or email [kimf@cvbdunwoody.com](mailto:kimf@cvbdunwoody.com)

Ready to sign up and submit your menus? Visit:

**DUNWOODYRESTAURANTWEEK.COM**

Connect with Dunwoody Restaurant Week Fans by using these hashtags on Social Media:

**#DINEINDUNWOODY & #DUNWOODYRESTAURANTWEEK**



### **GUIDELINES + REGULATIONS**

1. Promotion runs June 10-17, 2017 (includes two Saturday nights to capture the prime market).
2. Participating restaurants agree to create and offer a 3-course prix-fixed menu of \$20, \$30, or \$45 for dinner and/or a 2-course prix-fixed menu of \$10, \$15, or \$25 for lunch.
3. The prix-fixed dinner menu will include appetizer, main course and dessert (or side dish). The prix-fixed lunch menu will include appetizer or dessert and main course. These menus can include set items (to help control cost and portions) or patrons can order these courses from the current existing menu.
4. Price **excludes** beverages, tax and gratuity.
5. Restaurants must offer the prix-fixed menu(s) for the full seven days, and during the restaurant's full operating hours. ALL exclusions **must** be included on menus.
6. Suggestion: restaurants can suggest wine pairings to augment check totals. Each restaurant must specify all pricing and special suggestions must be listed on menus.
7. Restaurants agree to promote Restaurant Week in house: inform and educate all staff members, publically display marketing materials (coasters and rack cards), social media marketing, website, word of mouth, etc.

### **MARKETING**

Marketing efforts for Dunwoody Restaurant Week will include but not be limited to:

1. **Exposure to begin the week of May 1, 2017.**

- a. Social Media Marketing: Facebook \$1500 Campaign, Twitter and Blog Mentions, Instagram Campaign.
- b. Print Advertising: Flavors Magazine, Atlanta Magazine, The Atlantan, The Crier, and Reporter Newspapers.
- c. Digital Advertising: AtlantaMagazine.com, FlavorsMagazine.com, Aha Connection Blog, and Facebook.
- d. Included in Dunwoody's various calendar of events and submitted to Metro Atlanta calendar of events.
- e. Spotlighted in the CVBD May and June e-newsletter, distributed to 5,000+ subscribers.
- f. Sponsorship of the Atlanta Magazine dining e-newsletter, The Atlantan e-newsletter, and Flavors Magazine e-newsletter.
- g. PR Efforts: local newspapers, magazines, and Metro Atlanta food bloggers.

**WEBSITE**

- 1. [www.DunwoodyRestaurantWeek.com](http://www.DunwoodyRestaurantWeek.com)
- 2. Visitors will be able to view all participating restaurants, menus and promotion details.
- 3. Visitors will be able to make reservations through Open Table and access restaurant websites for directions and contact information.

*To be included in **all** marketing efforts, sign and return this agreement and sign up sheet by May 12, 2016. Menu submission deadline is May 26, 2017.*

Restaurant \_\_\_\_\_ Contact \_\_\_\_\_

Email address \_\_\_\_\_

***\*By signing, I have read and understand the guidelines and regulations and agree to participate and support 2017 Dunwoody Restaurant Week (June 10-17).***

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please return to: [kimf@cvbdunwoody.com](mailto:kimf@cvbdunwoody.com)  
 Or Attn: Kim Franz 41 Perimeter Center East, Suite 200 Dunwoody, GA 30346



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Restaurant Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title \_\_\_\_\_

Restaurant Manager (if different): \_\_\_\_\_

E-mail: \_\_\_\_\_ Website: \_\_\_\_\_

Reservation Phone Number: ( \_\_\_\_\_ ) \_\_\_\_\_

Restaurant Mailing Address: \_\_\_\_\_

**Please check which prix-fixe menu(s) you will offer.**

*\*Please only mark **one** price point for lunch and for dinner.*

<input type="checkbox"/> \$10 Lunch Menu Only	<input type="checkbox"/> \$20 Dinner Menu Only
<input type="checkbox"/> \$15 Lunch Menu Only	<input type="checkbox"/> \$30 Dinner Menu Only
<input type="checkbox"/> \$25 Lunch Menu Only	<input type="checkbox"/> \$45 Dinner Menu Only

Our establishment would like to offer **BOTH** lunch and dinner menus  
\$ \_\_\_\_\_ Lunch and \$ \_\_\_\_\_ Dinner Price Points

**NEXT STEPS:**

1. Return this sign-up form to [kimf@cvbdunwoody.com](mailto:kimf@cvbdunwoody.com) or mail to:  
Attn: Kim Franz, 41 Perimeter Center East, Suite 200 Dunwoody, GA 30346
2. Create your prix-fixe lunch and/or dinner menus and submit them online at [www.DunwoodyRestaurantWeek.com](http://www.DunwoodyRestaurantWeek.com) or email to [kimf@cvbdunwoody.com](mailto:kimf@cvbdunwoody.com). (CVBD will re-format all menus.)

**Questions? Call (678) 244-9805 or e-mail [kimf@cvbdunwoody.com](mailto:kimf@cvbdunwoody.com)**