



Oakland

RESTAURANT WEEK

January 11 - 21, 2018

visitoakland.com



VISIT OAKLAND OVERVIEW

ONE OF THE MOST INFLUENTIAL ORGANIZATIONS IN THE CITY, VISIT OAKLAND IS THE OFFICIAL DESTINATION MARKETING ORGANIZATION FOR THE CITY OF OAKLAND.

VISIT OAKLAND'S **RESTAURANT WEEK PROGRAM GOAL** IS TO INTRODUCE BAY AREA RESIDENTS TO THE HOTTEST FOOD SCENE IN THE COUNTRY.





Presented by Visit Oakland

January 11-21, 2018

Oakland Restaurant Week promotes the diverse and thriving culinary scene in Oakland with 11 days of special offers



The program is part of [California Restaurant Month](#), the statewide promotion to encourage dining out in CA.



TARGET AUDIENCES

GEO-TARGETED: SAN FRANCISCO, CONTRA COSTA, ALAMEDA AND SOLANO COUNTY

AUDIENCE PROFILES: YOUNG FREE SPIRIT, ADVENTURE SEEKER, SELF SEEKER, EXPERIENCE SEEKER.

YOUNG FREE SPIRIT

18-24 years old; the “Millennials”
College, Graduate School, recent grads
Extremely connected and engaged online and social media
Frequent moves, frequent travel, impulsive
4+ trips a year, low budget
Looks for deals, travels off season, wide range of booking windows
Desired experience: culture and adventure; escape

ADVENTURE SEEKER

25-35 years old
Moving up in their career
No family or very young family
HHI @ 100K+
6+ trips per year, 2-3 trips around authentic experiences
Frequently travels with other individual travelers
Active on social media, spends time and money on interests
Desired experience: Culture and adventure; motivation

SELF SEEKER

25-35 years old
Multiple jobs over several years
4+ trips a year
HHI @ \$75K+
Very active on social media
More budget minded traveler - do more with less
Likely to travel with other friends
Desired experience: Leisure and culture; inspiration

EXPERIENCE SEEKER

36-50 years old
Professionals, established in career
Double income, no kids
HHI \$200K+, high disposable income
6+ trips per year
Immersive travel experiences
Looks at reviews, recommendations from experts and friends
Desired experience: Leisure and culture; Me time

PROGRAM OVERVIEW

Visit Oakland's 7th annual Oakland Restaurant Week (ORW) program in 2017 produced outstanding results for another year in a row.

Over **93 participating restaurants**

Over **\$24 million paid impressions** through a strategic advertising campaign and robust social media plan, driving visitors to OaklandRestaurantWeek.com.

5,000 diners seated via OpenTable

More **consumer reach** through VIP kick off event and street teaming

454,396 page views to the ORW website



2018 SPONSORSHIPS

PRESENTING SPONSOR: \$10,000

Advertising: Premium placement of logo and business on all advertising including Pandora audio & digital, digital advertising, BART posters, billboards on HWY 24 W, I-880 digital boards, Oakland in-town posters, bus shelters, print and traditional radio

Marketing Materials: Premium placement of logo on marketing materials including website, check presenter inserts, postcards, posters, Restaurant Week e-blasts.

E-Newsletter: Premium placement of logo and business on all consumer e-mails

Recognition as presenting sponsor at **Kick-off party (Industry)**

Recognition as presenting sponsor in all **PR opportunities and press releases.**

Total Reach: Over 30 million impressions



2018 SPONSORSHIPS

PLATINUM FORK SPONSOR: \$7,500

Advertising: Logo on all print and OOH advertising including, BART posters, billboards on HWY 24 W, I-880 digital boards, Oakland in-town posters, bus shelters.

Marketing Materials: Logo all marketing materials including website, check presenter inserts, postcards, posters, Restaurant Week e-blasts.

One (1) sponsored blog post on Visit Oakland blog, “The Oakland Ray” with social shares

One (1) sponsored article in Visit Oakland e-newsletter to over 3500 subscribers

Total Reach: Over 16 million impressions



2018 SPONSORSHIPS

GOLD FORK SPONSOR: \$1,000

Featured Restaurant Website Listing: Top rank on Restaurant Week website with logo and imagery.

Advertising: Restaurant highlighted on all print and OOH advertising including BART posters, billboards, print

Marketing: Restaurant highlighted on all marketing materials including website, postcards, posters, Restaurant Week e-blasts.

One (1) sponsored blog post on Visit Oakland blog, “The Oakland Ray” with social shares

One (1) sponsored article in Visit Oakland e-newsletter to over 3500 subscribers

First right of refusal to **participate in Kick-off party**

First right of refusal on all **PR opportunities**

Total Reach: Over 10 million impressions



2018 SPONSORSHIPS

SILVER FORK SPONSOR: \$500

Featured Website Listing second highest rank on website listing on Restaurant Week website

One (1) social media spotlight

Logo in Visit Oakland consumer E-newsletter

Opportunity to participate in PR opportunities

Total Reach: Over 5 million impressions



MORE OPPORTUNITIES

Kick Off Party: In Kind

Preview your restaurant week menu at the Kick Off Party. Details to follow

Media Sponsors

Contact us if you are interested and we'll customize a package for your business.




Oakland

RESTAURANT WEEK

JANUARY 19-29, 2017
OAKLANDRESTAURANTWEEK.ORG



#ORW17

PRESENTED BY



AND



SPONSORS & COMMUNITY PARTNERS















PLACEMENT ON ADS & MATERIALS

SOCIAL MEDIA PROMOTIONS

Visit Oakland
about 8 months ago

Oakland Restaurant Week 2017

Like Comment Share

314 Reactions 57 Comments 62K Views

Visit Oakland
January 11 · ✨

This is a good place to start. #ORW17! #oaklandloveit

21 Tips for Oakland Restaurant Week | Visit Oakland

From Jan. 19-29, over 100 participating Oakland restaurants will be providing customers with prix fixe menus at \$20, \$30, \$40, and \$50! Here are a few tips to get you started!

VISITOAKLAND.COM

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177

60 Shares

Top Comments ▾

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Oakland Restaurant Week Starts Thursday

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Lasting 11 days, Oakland Restaurant "Week" features prix-fixe deals at 100-plus hot spots.

By Anneli Rufus

Published: January 16, 2017



IMAGE BY KRISTAN LAWSON

Returning to our shores for its seventh year, sponsored by American Express, **Oakland Restaurant Week** lasts way more than a week and starts ... this week: From Jan. 19 to Jan. 29, over 100 participating restaurants are offering \$20, \$30, \$40, and \$50 prix-fixe menus. Many restaurants are donating a portion of their ORW proceeds to the Alameda County Community Food Bank.

EAST BAY EXPRESS

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TUESDAY, JANUARY 17, 2017

How to Eat Cheaply and Well at Oakland Restaurant Week

By Luke Tsai



click to enlarge



CURRY UP NOW (VIA FACEBOOK)

Indian-inspired burritos are part of Curry Up Now's \$30 prix-fixe, which will feed two people.

TV Segments - 2017

Oakland Restaurant Week runs through Jan. 29th



POSTED: JAN 24 2017 12:25PM PST
VIDEO POSTED: JAN 24 2017 11:59AM PST
UPDATED: JAN 24 2017 12:35PM PST

OAKLAND, Calif. (KTVU) - [Oakland Restaurant Week](#) is now underway running through Sunday, January 29th.

Oakland Restaurant Week dishes up deals



POSTED: JAN 13 2016 11:22PM PST
VIDEO POSTED: JAN 13 2016 11:20PM PST
UPDATED: JAN 14 2016 01:15AM PST

OAKLAND, Calif. (KTVU) - Diners can save some dollars in Oakland this week.

More than 100 restaurants are participating in the city's 6th annual [Oakland Restaurant Week](#) event that runs from January 14th to January 24th, serving up special menus with discounts up to 25 percent from normal prices.



SPONSORSHIP CONTACT

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Restaurant sign ups for Restaurant Week
will begin on September 15, 2017

