

PRESENTED BY VISIT OMAHA



SEPTEMBER 15-24
omaharestaurantweek.com



OMAHA RESTAURANT WEEK

September 15-24, 2017

Visit Omaha will organize and manage the 7th annual Omaha Restaurant Week. The culinary curious and classic cuisine cravers (and everyone in between) will enjoy mouthwatering three-course meals for a fixed price of \$20, \$30, \$40 or \$50 per person. Guests will dine out for a cause as Omaha Restaurant Week continues to support Food Bank for the Heartland.

For 10 belt-busting nights the city will celebrate Omaha's vibrant culinary scene, and your restaurant's dishes will keep the delicious buzz going. By adding your unique flavor to the event, you will bring new diners through your doors and help the community while doing so! Five percent of every Restaurant Week menu item sold will be donated to Food Bank for the Heartland.

PARTICIPATION BENEFITS

- Your restaurant will be advertised collectively in a citywide campaign. Omaha Restaurant Week will be promoted through the following outlets:
 - KETV television ads
 - Omaha World-Herald ads
 - Prime billboard locations
 - Endorsement ads on six top local radio stations
 - Social Media and digital ads
- Your restaurant will receive a full page on the newly designed OmahaRestaurantWeek.com. Photos, videos, detailed description, logo, address, map, phone number, price point, links to website and online reservations, chef's name and title, and course options. The new OmahaRestaurantWeek.com is fully responsive, making the site easy to view on multiple devices.
- Visit Omaha's Social Media manager will visit your location to collect photography and videos to be used when promoting your restaurant on Facebook, Instagram and Twitter.
- Your restaurant will be featured on Omaha Restaurant Week promotional materials to be distributed at hotels and the Visitor Center.
- Omaha Restaurant Week will create posters and check card presenter inserts and deliver to your restaurant in the weeks leading up to Omaha Restaurant Week. Each participating restaurant will also receive design elements that can be used to advertise to your customers through social media, email blasts and printed materials.

Omaha Restaurant Week is produced by Visit Omaha with support from generous sponsors.



For questions please contact Jasmyn Goodwin at 402-444-7024 or JGoodwin@visitomaha.com

Register at www.OmahaRestaurantWeek.com

PARTICIPATION REGULATIONS

- Omaha Restaurant Week is 10 nights, from Friday, September 15 - Sunday, September 24, 2017.
- Participating restaurants agree to create and offer a separate prix-fixe dinner menu during the event. Standard dinner menus may also be offered.
- Restaurants must participate every night that they are normally open during the event. For instance, restaurants that are closed on Mondays and/or Sundays may remain closed those days.
- Restaurants understand that this is a dinner promotion only.
- Omaha Restaurant Week asks that all participating restaurants make a commitment to use the printed materials provided, including posters and check presenter inserts.
- Restaurants agree to provide all the necessary information for their webpage, including photographs, chef's name and title, price point, etc. as soon as possible.
- Menus will be collected from the time of enrollment and published on the website on August 1.
- Restaurants agree to provide at least 3 options for each course (typically appetizer, entree and dessert).
- Restaurants agree to price all Omaha Restaurant Week menus at \$20, \$30, \$40 or \$50 per person (excludes tax and gratuity). The selected price point should be perceived as a strong value for your restaurant. If your standard price point of a 3 course meal falls within or below the selected price point, we strongly suggest that you include a glass of wine, beer or cocktail beverage within the price point, or select a lower price point.
- Restaurants are welcome to offer wine or beer selections for each course at an additional price. Omaha Restaurant Week will add this offer to your restaurant's profile.
- Restaurants agree to promote Omaha Restaurant Week to their customers in the weeks leading up to the event.
- Restaurants agree to donate 5% of all restaurant week menu item sales to Food Bank of the Heartland. It is the restaurant's responsibility to track sales and send in donations by the deadline, September 30, 2017.



Go to www.OmahaRestaurantWeek.com to register and learn more about affordable advertising opportunities with KETV. Registration deadline is August 15, 2017.

PARTICIPATION FEE

Omaha Restaurant Association members \$350
 Non-members \$450
 Join the Omaha Restaurant Association to take advantage of membership prices
 (\$350 member fee + \$200 ORA dues) \$550
 Additional locations \$100 per location

Gift Cards Two \$25 cards
 Collected to use for promotional efforts

Nebraska Beef Council Promotion \$100 off
 Nebraska Beef Council will "buy down" your participation fee by \$100 if your restaurant agrees to feature a minimum of two beef items on your menu.

All participating restaurants agree to donate 5% of Omaha Restaurant Week menu item sales to the Food Bank for the Heartland.



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