



## **12<sup>th</sup> Annual Saratoga County's Winter Restaurant Week** **December 2 - 8, 2016**

In its twelfth year as the area's largest and most successful dining event, Saratoga County's Restaurant Week was launched with the intention of spotlighting the city and its surrounding area as a premier dining destination. Held annually, this beloved culinary tradition featured 50 restaurants in 2015, offering a three course meal for \$10, \$20 or \$30 (plus tax and tip) or a lunch special for \$5 or \$10 (plus tax and tip). It is an opportunity to thank your regular customers for their continued patronage and to welcome new guests to your restaurant.

Here is a quick run-down of the rules:

1. Dinner must be 3-course (salad, soup or appetizer/entrée/dessert) for \$10, \$20, OR \$30 plus tax and tip. The lunch menu is at your discretion. We call it a "lunch special" so keeping the mission of Restaurant Week in mind, be sure it's a good value at \$5 or \$10. Restaurants can sign up for more than one price point for lunch or dinner. Simply check the appropriate boxes on the next page and send us separate menus for each price point to be posted on the website.
2. All participating restaurants must be members in good standing of the Saratoga Convention Bureau. If you have any questions about membership please contact Connie Crudo at 584-1531 or [connie@discoversaratoga.org](mailto:connie@discoversaratoga.org).
3. You must pay a Participation Fee. The sheet attached will explain the pricing.

All monies from participation fees will be used by the Bureau to secure television, radio, print, and web advertising, in addition to public relations, news releases, and other earned media efforts to promote Restaurant Week. With the inclusion of in-kind media sponsorship, our ad package will be valued at more than \$20,000!

Again this year, we will be setting up the Restaurant Week web page with your restaurant's name linked to your business page on our website which includes your address, phone number and web address. You will also have the opportunity to give us your Restaurant Week menu, and a *short blurb* that you think would be helpful for potential diners to know, (we call it "Good to Know") such as "Only organic ingredients used", "Closed Mondays", "Drink specials", or if delivery is available for lunch participants. ([www.DiscoverSaratoga.org/RestaurantWeek](http://www.DiscoverSaratoga.org/RestaurantWeek)).

That's it! It's that simple. Be sure your membership is current, pay the participation fee, get us your menu, and get your staff geared up for a really busy week!

**The deadline for signing up to participate is Monday, November 14, 2016.**

Saratoga Convention & Tourism Bureau



Contact Name (Printed)\_\_\_\_\_

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

Contact Email \_\_\_\_\_

Sign up for: Dinner – Single Price Point\_\_\_\_\_ Please Circle One ( \$10 \$20 \$30 )

Dinner – 2 Price Points \_\_\_\_\_ Please Circle Two ( \$10 \$20 \$30 )

Dinner – All 3 Price Points \_\_\_\_\_ We will list your restaurant under all 3 \$ Points

Lunch – Single Price Point \_\_\_\_\_ Please Circle One ( \$5 \$10 )

Lunch – 2 Price Points \_\_\_\_\_ We will list your restaurant under both \$ Points

\_\_\_\_\_ Total number of price points you want listed

Participation Fees: Single Price Point (\$175)

Two Price Points (\$250)

Three Price Points (\$290)

Four Price Points (\$320)

Five Price Points (\$340)

(Please note, the participation fee MUST be paid in full before you will be listed on the website as a participant- No exceptions)

Amount remitted \$\_\_\_\_\_ (Check, AMEX, MC, VS, DS accepted)

Card Type\_\_\_\_\_

Card #\_\_\_\_\_

Expiration Date \_\_\_\_\_

Name on Card\_\_\_\_\_

**I am willing to donate a gift certificate(s) in either \$25.00 or \$50.00 increments to be used in promoting Restaurant Week in contest, giveaways, social media, etc.**

**# of \$50.00 gift cards \_\_\_\_\_ # of \$25.00 gift cards \_\_\_\_\_**

**Please have the gift cards to the SCTB by Nov. 11 so we can get them to the Radio stations, etc. for giveaways.**

Please Mail, Fax or Email to Connie Crudo, [connie@discoversaratoga.org](mailto:connie@discoversaratoga.org)