



Stockton

RESTAURANT WEEK

September 16-25

DINE & ENJOY

StocktonRestaurantWeek.com

Celebrate Dining in Stockton!

Restaurant Week gives ALL local foodies and families the opportunity to enjoy special prix fixe & specialty menus from many participating restaurants throughout Stockton.

Stockton Restaurant Week was created in 2009 by the Stockton Convention & Visitors Bureau to highlight the diversity and complexity of the Stockton dining scene! With over 25 restaurants participating, last year's event was a great success with plenty of positive media coverage and lots of busy restaurants!

Here's the Info:

Date:	September 16th - 25th, 2011
Time:	Lunch & Dinner
Place:	Your Restaurant
Cost to Diners:	\$9.95 Lunch (2+ courses) \$15, \$20, \$25 (3 or more courses)

Restaurant Cost:

Registration:

Regular Registration: \$100 plus two \$25 gift certificates per restaurant (or \$150) by July 31st*

Late Registration: price after August 1st is \$175

Last day to sign up - August 31st

**Guaranteed Listing in All Promotional Materials. Gift certificates to be used in SCVB Facebook or Twitter promotions.*

What You Can Get:

- A \$7,500 marketing and public relations campaign for a fraction of the cost.
- Radio Spots, Print ads, Banner ads on Multiple Websites, Public Relations and more!
- Media Exposure to new customers.
- Participants will have a listing with special offer that also links directly to your website.

Official Site: www.StocktonRestaurantWeek.com

Additional advertising opportunities may be available at special rates directly through media companies. Restaurant Week is an event of the Stockton Convention & Visitors Bureau - www.visitstockton.org

PRESENTED BY:



OUR PARTNERS:



Lincoln Center



FOR SPONSORSHIP OPPORTUNITIES PLEASE CONTACT WES @ 938-1551 OR WES@VISITSTOCKTON.ORG



Event Marketing & Promotion

Print Publications: Local Print Publications, highly visible local Magazines and Newspapers.

Online Promotion: Aggressive online promotion that includes the regions best websites.

Social Media Efforts: including Facebook, Twitter, Yelp, and Local Food Blogs.

E-mail: Multiple Announcements will go out to partner and media databases throughout San Joaquin County.

Collateral Materials:

- Participants will receive postcards and window posters promoting Stockton Restaurant Week. Additional print material may be available.
- Email graphics and info to send to your customer base to promote your specific Restaurant Week promotions.
- Upon request we can provide Restaurant Week logos, web banners and artwork to create additional promotional materials for use on websites and in advertisements.

Media Discounts: Special advertising rates may be available from magazines and radio partners to participating establishments.

Public Relations/Promotion: Aggressive Multiple Press Releases and Promotional Campaigns continually in the works to promote Restaurant Week.

Website StocktonRestaurantWeek.com is the official site for the Event!

Each participating restaurant receives their own webpage listing and a link to your Restaurant Week special (downloadable PDF) that will feature your logo, menu offerings, location, phone number and website link.

Contact

Wes Rhea • Stockton Convention & Visitors Bureau • PO Box 2336 • Stockton, CA 95201 • 209-938-1551 • wes@visitstockton.org

The Stockton Convention & Visitors Bureau is a non-profit 501(c)6 corporation.



FAQ's

What is Stockton Restaurant Week?

Restaurant Week gives ALL local foodies and families the opportunity to enjoy special fixed price menus from participating restaurants throughout Stockton. Stockton Restaurant Week was created highlight the diversity and complexity of the Stockton dining scene! Stockton Restaurant Week will allow participants the opportunity to dine at Stockton's best eateries at a price that won't break the budget. Three (or more) course offerings are offered by local restaurants at \$15, \$20 and \$25 for dinner and we will also promote \$9.95 lunch specials (lunch specials were very popular last year!) Stockton has amazing restaurants and eateries from corner to corner now it's time to unite all Stockton food lovers and restaurants.

What do I get for my participation costs?

All of the marketing efforts will be done for you through various Stockton and San Joaquin County media partners. You will also be provided the brand materials if you want to do your own additional marketing campaigns. **Each restaurant will also have their own webpage link featuring their menu offerings.**

Who can participate?

Any restaurant with a Stockton address.

When is it?

Stockton Restaurant Week has expanded to 10 days for 2011 and will be held **Friday September 16th to Sunday, September 25th.**

Will the menus vary?

Yes! Stockton Restaurant Week was designed with abundance and diversity in mind. We want you to be creative with your menu offerings during restaurant week so you can offer diners a fabulous week of dining out and promote your food in the best way possible. You may want to offer dishes that are only available during Stockton Restaurant Week!

Do customers need tickets?

No tickets or passes are required for Stockton Restaurant Week. Diners simply dine out at as many participating restaurants as they like all week! Most diners choose to dine 2 or more times during the event.

What restaurants are participating in Restaurant Week?

As we get closer to September diners can search this website for restaurants. It will be set up to plan the perfect week of dining in Stockton. We will have the menus, prices and everything else diners need at StocktonRestaurantWeek.com. Typically we have more than 25 restaurants participating.

How do I sign up my restaurant?

Restaurant Owners/Operators in Stockton that want to participate in Stockton's most anticipated event can complete the attached form and fax to 938-1554 or call Wes @ 938-1551.



Stockton Restaurant Week Sign Up

First/Last Name: _____

Title: _____

Contact Name (if different): _____

Restaurant Name: _____

Restaurant Address: _____

City and Zip: _____

Restaurant/Contact Phone: _____

Website URL: _____

Contact Email (main contact - must have): _____

STOCKTON RESTAURANT WEEK RULES:

As a minimum each participating restaurants MUST offer a special discounted price, three-item menu at \$15, \$20 or \$25 everyday during Restaurant Week. You may offer up to three different choices/menu. Beverages are not required but may be added to incentivise the deal. 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 still at least one non-supplemented choice on the menu. All discounts will be reviewed by the Stockton CVB before being posted to the website. Recommended price discounts are 25-50% off normal pricing. *The better the discount, the better the customer response.*

I agree to the above Restaurant Week participation rules _____ (Initials Here)

Sign: _____ Date: _____

Make checks payable to: Stockton Convention & Visitors Bureau • For credit card, call Megan at 938-1555.

Menus are due by August 15th. Please email menus to wes@visitstockton.org

This form may be mailed to: Stockton CVB, PO Box 2336, Stockton, CA 95201 or faxed to 938-1554. Registration not complete until payment is received.