



2019 “Elk Grove Restaurant Week” Participation Agreement

The inaugural “2019 Restaurant Week” will be a weeklong celebration of Elk Grove’s diverse culinary culture, which will take place January 18-27, 2019. To participate in this year’s program, please submit your participation agreement by Friday, November 16, 2018 to Ashley Newell, Restaurant Coordinator, at ashleynewell@me.com.

Section A: Applicant Information

Company: _____

Address: Street _____
City _____ State _____ Zip _____

Project Lead: _____

Title: _____ **Phone:** _____

Email: _____

Section B: Social Media Profile

Website: _____

Twitter: _____

Facebook: _____

Instagram: _____

Pinterest: _____

Section C: PR Contact

PR Contact: _____

Title: _____ **Phone:** _____

Email: _____

Chef Name: _____

Chef Bio: _____

Section D: Participation Agreement

As an official "2019 Elk Grove Restaurant Week" participant, I agree to:

- Offer (a special menu/featured ingredient/etc.) daily January 18-27, 2019.
- Promote restaurant week through social media, email, website, and in restaurant with collateral (check inserts, special menus, etc.)
- Use official restaurant week logo on menus, website and wherever possible
- To train restaurant staff on the restaurant week special offer
- To track restaurant week covers using a dedicated button on POS system
- Participate in post-program survey and report restaurant week activity
- (1) \$25 Gift cards for surprise and delight promotions on social media
- 2 comp meals for media/social influencers
- Provide \$1 per meal for our community donation to the Elk Grove Food Bank
- Tag @ExploreElkGrove and use #DreamEats #EatElkGrove hashtags

Explore Elk Grove will provide the following benefits:

- Restaurant inclusion on all 2019 Restaurant Week collateral, website
- Logo inclusion in paid print advertising
- Restaurant promotion in related social content
- Restaurant inclusion in all media pitches
- Match every donation \$ for \$.
- Print collateral (including rack cards, table tents, check inserts, etc)

Section E: Agreement Acceptance

I agree to provide a "Prix-Fixe" menu for Elk Grove Restaurant Week at the following level.

Please choose one.

\$20 per person \$30 per person

Owner/Manager Signature: _____

Name: _____ Email: _____

Phone: _____

Please contact me about possibly hosting a Winemaker / Beermaker Dinner during Restaurant Week.