

Longmont Restaurant Week Participation Guidelines & FAQ

April 17 - April 26, 2020

Register Online at www.LongmontRestaurantWeek.com

WHAT IS LONGMONT RESTAURANT WEEK?

Longmont Restaurant Week is a ten day event intended to showcase the restaurants of Longmont. All participating venues offer a prix fixe menu at \$18.71 (additional price points to be determined). What is included at that price is entirely up to the venue, but it should provide a good deal for restaurant-goers to incentivize them to dine out.

WHY SHOULD MY RESTAURANT PARTICIPATE?

The Longmont Chamber of Commerce and partners will execute an extensive marketing plan to build awareness of local dining establishments. Offering a discounted meal during an organized, promoted event will drive new and loyal customers to your restaurant without you needing to coordinate your own large-scale marketing efforts. Giving diners an excellent experience will create repeat customers, generate word-of-mouth marketing, and help build an organic social media buzz.

REGISTRATION DATES

Early Bird: Registered by January 31

Chamber Member: \$250 | Non-Member: \$400

- Guaranteed in all marketing where participants are featured (excluding video*)
- Featured in early promotional marketing kicking off the event
- Guaranteed restaurant exterior marketing collateral

Registered between February 1 - March 6

Chamber Member: \$300 | Non-Member: \$450

- Guaranteed in digital marketing where participants are featured (excluding video*)
- May be excluded from some print marketing and banner production
- Guaranteed restaurant exterior marketing collateral

Late Registration: March 7 - March 20

Chamber Member: \$350 | Non-Member: \$500

- Guaranteed in digital marketing (excluding video*)
- May be excluded from print marketing and banner production
- Guaranteed restaurant exterior marketing collateral

Participating restaurants **must register online no later than Friday, March 20**. Changes to the registration form after submission can be emailed to LWinkler@longmontchamber.org.

Featured Restaurants: \$600

4-6 restaurants will be selected as featured restaurants. These venues will be featured in the Longmont Restaurant Week 2020 promotional video and will have access to the videos for their own promotional purposes. Last year, the promotional was viewed more than 9,000 times nationwide as a part of the campaign. Camera crew and editing is arranged by the Longmont Chamber. If you are interested in being a featured restaurant, please contact Karen at KStallard@longmontchamber.org. Deadline for commitment as a participating restaurants is January 31st.

MENU REQUIREMENTS

All participating establishments are required to submit a special Longmont Restaurant Week menu at the \$18.71 price point (this does not include tax or tip). Menus are determined by the restaurant, but should be made with the consideration of value at the price point. For example, if the average cost per plate is \$15 dollars, consider including a drink, appetizer, or dessert in addition to the main course. Upgrades can be added to your fixed menu, such as "add \$4 for shrimp" or "add a pint of beer for \$5".

Drinks, alcoholic or otherwise, do not need to be included in the prix fixe menu rate, but it is suggested. Restaurants should consider giving their customers as much value from their experience as possible- the goal of the event isn't necessarily to optimize profit, but to give customers an excellent first experience, creating repeat customers and word-of-mouth marketing.

Participating restaurants may continue to offer their regular menu, but the special Longmont Restaurant Week menu must be printed and offered to all guests.

Final menus for the event **must be submitted** to the Longmont Chamber of Commerce no later than **Friday, March 27 2019**. This gives little under 3 weeks for your menu to be published online for potential customers to begin making plans.

MAKING THE MOST OF LONGMONT RESTAURANT WEEK

- **The best thing you can do to take advantage of Longmont Restaurant Week is to have everything done early.** Registering early not only saves you money, but guarantees you the most promotion. Submitting your menu early gives the Chamber team more time to get it in front of your audience.
- Self-promote! Restaurants that performed successfully last year did a fair amount of social posts.
- Prepare your staff- some restaurants experienced higher than anticipated traffic in 2018.
- Track your sales & traffic. Reporting these numbers to the Chamber team helps us close sponsors to continue producing Longmont Restaurant Week and see where improvements can be made.