



Restaurant Week Fox Cities

September 29 - October 10, 2021

Presented by the Fox Cities Convention & Visitors Bureau

Restaurant Participation Rules

- 1. Offer specialized menu options to every guest who enters your restaurant during the event. You may choose to participate in as many of the following meal options as you would like.**
 - Breakfast **3 course meal not required**: \$10 (\$14 minimum value)
 - Lunch **3 course meal required**: \$15 (\$19 min value)
 - Dinner **3 course meal required**: \$26 (\$32 min value) **OR** \$32 (\$38 min value)
- 2. Restaurants are required to participate for the entire week and/or weekends during their regular business hours.**
 - Restaurants do not have to open for any meals they are not typically open for
- 3. Restaurants will supply menus online by **Friday, August 27, 2021** using the online form**
 - Restaurants will be provided table tents with QR codes to access online versions of menus
 - Please denote options that are vegetarian, vegan, and/or gluten free
- 4. Restaurant week menus will be advertised as DINE-IN ONLY.**
 - Exceptions can be made at the discretion of individual restaurants (ex. places with limited seating)
- 5. Restaurants are encouraged to advertise their participation in the event through their standard media channels including email, Facebook, Instagram, Twitter, etc.**
 - Restaurants will display all collateral material provided for promotion in the weeks prior to the event
 - Toolkit of talking points and social graphics will be provided for the restaurants to use on all social media platforms
- 6. Restaurants will pay \$150 per venue to participate in the event**
 - Participation fee will cover the cost of promotional efforts (print materials, TV commercials, magazine ads, creative design, etc.) and administrative costs (website maintenance, event coordination, content for social media, etc.)
 - Restaurants will be invoiced by the Fox Cities CVB following registration. Payment will be due upon receipt of invoice via credit card or check

Registrations are due 11:59 pm on 8/20/2021. Visit www.restaurantweekfoxcities.com and register on the “Restaurant Sign Up” tab

The earlier you sign up, the greater your potential to be chosen for on-air (TV & radio) promotions.

Please direct any questions to the Fox Cities CVB at (920) 734-3358 or fccvbmarketing@gmail.com