



restaurant week gr

TASTE THE CITY SABORES DE LA CIUDAD NOV 1-9, 2024

## Welcome New Guests to Your Table

One of the most gratifying things about Restaurant Week GR is the number of people who try new-to-them eateries during the eight-day promotion. That makes it a great opportunity to turn first-timers into regulars and build your customer base. At the same time, regulars are looking for something out of the ordinary from their favorite restaurants.

That's why we're encouraging you to create a special RWGR menu featuring items you don't currently offer. **You can choose to offer any combination of at least two courses priced at \$25, \$35 or \$45.** Of course, the higher the price, the more your guests will expect to be dazzled!

We know that staffing and food costs continue to be a challenge, so we're waiving many of the financial commitments you've been asked to make in prior years. See the opposite side of this letter for details.

I hope you will join us for the city's premier culinary event of the year. Please contact me if you have any questions.

Sincerely,  
Jaylyn McCloy  
Experience Grand Rapids  
Marketing Partnership Manager  
JMcCloy@ExperienceGR.com  
616-233-3565

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RestaurantWeekGR.com

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# Important Information

For forms, details and more, visit [ExperienceGR.com/RWSignUp](https://ExperienceGR.com/RWSignUp)

**August 5:** Registration Opens

**October 1:** All info, including menus, partnership payment and optional gift cards are due.

**November 1-9:** Restaurant Week GR 2024

## Pricing Structure

Each restaurant will offer a prix fixe menu in one (or more) price tiers:

- \$25
- \$35
- \$45

Meals must be a minimum of two courses but you can be as creative as you want beyond that: 3-course appetizer, entrée & dessert; 2-course appetizer & entrée; 2-course entrée & dessert; etc. We encourage you to offer related add-ons, e.g. a beer, cocktail or dessert for \$X extra. Think of ways to upsell while still delivering great VALUE to your guests.

*NOTE: These prices do not include tax, tip or beverage.*

## Menu Guidelines

We recommend:

**Unique Menu Development:** We encourage you to create a special Restaurant Week menu with unique items not featured on your regular menu. This is not a requirement but restaurants who do so will be prioritized for media interviews.

**Variety of Options:** We have seen a direct correlation between more offerings and increased sales during Restaurant Week GR. We strongly suggest that you offer at least two options per course.

**Local Products:** Please use and highlight local products as much as possible in your Restaurant Week menu.

## Marketing Support

Participating restaurants will benefit from a flurry of online, TV/radio, print and outdoor advertising/publicity, and also receive these in-store materials:

- Coasters\*
- Promotional Rack Cards\*
- Promotional Poster\*
- Window Cling\*

We are asking diners to check in to restaurants using Bandwango technology on their smartphones. We are once again incentivizing diners to visit multiple locations

by offering a variety of free gifts through the digital pass. Diners will be encouraged to order from the special RWGR menu, but it is not required to check in. We're also exploring a smartphone voting component for this year's event.

## Philanthropic Aspect

Experience Grand Rapids will contribute \$1 per every Restaurant Week check-in to an endowed scholarship at GRCC Secchia Institute for Culinary Education, up to \$5,000. Since 2010, Restaurant Week has donated over \$160,000 to the scholarship fund – helping ensure a steady pipeline of culinary talent for local restaurants!

## Participant Commitment

- **Partner with EXGR:** You must be a partner of Experience Grand Rapids to participate in Restaurant Week GR. The \$250 annual fee entitles you to a range of year-round marketing benefits. Details at [ExperienceGR.com/Partners](https://ExperienceGR.com/Partners).
- **\$50 Gift Card:** OPTIONAL – you may mail a \$50 gift card to Experience Grand Rapids to be used for additional marketing support. *This is not required.*
- **Train Serving Staff:** On Restaurant Week procedures; present the RWGR menu to all guests during Restaurant Week GR 2024.

**We are waiving the \$100 participation fee once again this year and we are not requiring restaurants to offer a bounce-back coupon. We are looking out for your bottom line!**

## If you choose to send a gift card, please mail:

Experience Grand Rapids  
Attn: Restaurant Week  
171 Monroe Ave NW Suite 545  
Grand Rapids, MI 49503

## Sponsors

Gordon Food Service is the Major Sponsor of Restaurant Week GR. Their knowledgeable staff can assist you with menu creation, costing and more.

## Questions?

Contact Jaylyn McCloy,  
Marketing Partnership Manager, at  
[JMcCloy@ExperienceGR.com](mailto:JMcCloy@ExperienceGR.com) or 616-233-3565.

*\*Spanish-language versions available upon request.*