



**Chesapeake Restaurant Week**  
**October 18 - 25, 2019**  
**Restaurant Participation Agreement**



Please return the completed form and payment no later than September 20, 2019 to Chesapeake CVB, 1224 Progressive Drive, Chesapeake, VA 23320 or Fax (757) 502-8016. Checks should be made payable to Chesapeake Treasurer.

For questions or additional information please call Jeff Bunn at (757) 382-6411.

**Requirements/Fees/Payment**

- ✓ Cost to participate is \$150 if registered by September 6, 2019. Registration after September 6, 2019 is \$200. Deadline to register is September 20, 2019.
- ✓ Participating Restaurants must donate one \$25 gift certificate for promotional purposes during the course of the promotion (social media, contests, etc.)
- ✓ All participants must stay at the stated price points and not add any up charges. Also the price point selected must provide a value to the customer in order to preserve the value and reputation of Chesapeake Restaurant Week. The earlier you register, the more exposure you will have in all promotional efforts.

**Options**

Please note menu requirements on back. You can offer a lunch menu, dinner menu, or both.

- ☐ Lunch \$\_\_\_\_\_ (price point \$10-\$50 in \$5 increments)
- ☐ Dinner \$\_\_\_\_\_ (price point \$10-\$50 in \$5 increments)

(Please check all options that you will be submitting menus for.)

\_\_\_\_\_  
Signature of Authorized Representative

\_\_\_\_\_  
Date

**Restaurant Information**

Please provide restaurant information as it should appear in marketing material

\_\_\_\_\_  
Restaurant Name

\_\_\_\_\_  
Restaurant Address

\_\_\_\_\_  
Website Address

\_\_\_\_\_  
Restaurant (Reservation) Phone

**Contact Information**

Please provide one contact person who is responsible for Restaurant Week

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Contact E-mail

\_\_\_\_\_  
Contact Phone

\_\_\_\_\_  
Contact Fax

## Chesapeake Restaurant Week Participation Outline

### Chesapeake Convention & Visitors Bureau will Provide:

- A comprehensive marketing campaign including print, digital, and billboard.
- Internet presence on [www.visitchesapeake.com](http://www.visitchesapeake.com) including posting of menus.
- Promotion on Visit Chesapeake social media and e-mail blasts to over 25,000 consumers and partners.
- Restaurant Week information packet including table tent cards for each sitting at your restaurant, sample scripts for wait staff and a list of easy and inexpensive marketing ideas to get the most out of your participation.

### Your Restaurant Agrees to:

- 2019 brings simplified menu requirements to give you more creative flexibility. Menus are no longer required to be multi-course and can range in price points from \$10 up to \$50 increasing by \$5 increments. Simply pick your price point and execute a great dish and a great deal – include multiple course, wines, or cocktails, even desserts if you like. Price excludes tax and gratuity.
- The price point selected must provide a value to the customer. All participants must stay at the stated price points and not add any up charges in order to preserve the value and reputation of Restaurant Week.
- By September 20, 2019 (if not earlier)
  - Submit the Participation Agreement
  - Include payment of \$150.00 (\$200 after September 6, 2019)
  - Provide Restaurant Week menu(s) and restaurant logo (jpg format)
  - Provide a \$25 gift certificate to use during Chesapeake Restaurant Week promotions
  - Display Table Tent Cards on each table prior to the start of Restaurant Week (optional)
  - Provide basic transaction information to Chesapeake CVB following the event for use in an economic impact analysis of Chesapeake Restaurant Week. A general reporting form will be provided to participating restaurants to fill out and return.

Thank you for your interest in participating in Chesapeake Restaurant Week 2019. We look forward to showcasing Chesapeake's dynamic restaurant scene and working with your business.

