

# Cheyenne OCTOBER FEAST

Visit Cheyenne, (Cheyenne's Convention and Visitor's Bureau), is organizing OctoberFeast! In order to drive local and tourist business to Cheyenne restaurants, we would like to work with you to develop this annual event!

**The Goal:** We aim to create a widely-publicized event so customers who have never tried your establishment, or those who already find you a favorite, will have an opportunity to patronize your restaurant at a special price for a prix fixe menu.

**What We Will Do:** Visit Cheyenne will publicize OctoberFeast in the Cheyenne and broader region. This ENTIRE promotion program is FREE to you. You of course are welcome to do any additional advertising to promote your restaurant!

**What You Should Do:** If you want to participate,

- 1) develop a prix fixe special. Prix Fixe menus generally offer a choice of appetizers, entrée' and dessert/drink or some combination of them for one price. Price point should be a round number for dinner per person or couple. Your menu could include several choices but the easier it is for the consumer to understand, the better!
- 2) Send us your finalized special along with prices, descriptions, and photos if possible. We will use this information to build the advertising for the week.
- 3) Once the advertising is ready for launch, you will be asked to approve your portion of it. Your information will be published and you have approve it.

To participate, email your menu and photo to [laura@cheyenne.org](mailto:laura@cheyenne.org). We will contact you by email after we receive your intent to participate. Thank you for your consideration and we look forward to working with you!