Cheyenne
RESTAURANT WEEK
First full week of April

Good Day Restaurant Partner!

Visit Cheyenne is organizing the 6th Annual Restaurant Week in order to drive local and tourist business to Cheyenne restaurants, and we would like to work with you to grow this annual event!

Like last year, we'll create a widely-publicized event regionally 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 Restaurant Week in the Cheyenne and broader region in all forms of media; television, print, radio, and social medias. **This ENTIRE promotion program is FREE to you.** You of course are encouraged to do any additional advertising to promote your restaurant! We will also supply you with collateral materials like table tents and door clings.

What You Should Do: If you want to participate,

1) **Develop a packaged special.** Menus generally offer a choice of appetizers, entrée and dessert or entrée, side and drink for one low price. Price point should fall between $5.00-$35.00 at **$5.00 increments** per person or per couple. Maybe you just serve drinks? What's a great way to highlight what you serve? Your menu could include several choices but the easier it is for the consumer to understand, the better! **Just make it a smoking deal on an interesting menu! We will not be accepting 10% off offers or "comes with a free drink," as specials.**

2) Send us your finalized special along with prices, descriptions, and photos by **5:00pm, Monday, April 1st, 2021**. We will use this information to build the advertising for the week.

3) Once the website is ready to launch, you will be asked to check your listing for accuracy.

That's it!
Oh...and join us on Facebook at <u>Cheyenne Restaurant Week</u>!

To participate, fill out the form and mail or email your information and a 600 x 400px photo of your special with NO TEXT to us.
Thank you for your consideration and we look forward to working with you!

307.772-7253   www.cheyennerestaurantweek.com   laura@cheyenne.org
121 W. 15th Street, Ste. 202