

# CHICAGO NORTHWEST EAT LOCAL WEEK

*IN THE MOOD FOR FOOD*  
**MARCH 4 – 13**

## WHY PARTICIPATE

- **FREE** local promotion to support our participating restaurant partners on EatChicagoNW.com
- **\$40,000** multimedia advertising campaign funded by Meet Chicago Northwest

## HOW TO PARTICIPATE

- **FILL OUT THE FORM ON PAGE 2**
- **CHOOSE YOUR OPTIONS**
  - Discount off regular menu
  - Gift card bonus
  - Featured menu
- **PROVIDE IMAGERY AND LOGOS**

## PROMOTION

### MULTIPLE MEDIA CHANNELS

Promotion Dates:  
February 15 - March 12, 2022

#### Potential placements:

Daily Herald  
WGN  
Hulu  
PACE Bus Tails  
Woodfield Mall  
Facebook  
Instagram  
Journal & Topics  
Community Bargain Hunter

**DEADLINE: FEBRUARY 11, 2022**

FULL PROMOTIONAL EXPOSURE

## NEW THIS YEAR!

- Register to participate by February 11, 2022 for a **FREE** 30 second video spot
- Video spot will feature your restaurant only
  - includes your logo, Eat Local logo and IL State logo
- MCNW will use in our social media promotion
- MCNW will provide finalized video for your use
- Produced and created by Karina from Meet Chicago Northwest
- First come, first serve. Space is limited.

## WHAT CAN YOU DO

- Hang door clings (these will be mailed to you)
- Share your restaurant images on social media - tag us!  
**Facebook:** @chicagonw  
**Instagram:** @meetchicagonw  
**Hashtags:** #EatChicagoNW #ChicagoNW
- Encourage your patrons to share too!
- Look for an email with logos and printable PDFs to use in your restaurant promotions

## NEXT STEPS

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

Contact Name, Phone & Email: \_\_\_\_\_

Choose from the following promotion items:

**OPTION ONE:** \_\_\_\_\_ % OFF FOOD BILL (Restrictions: \_\_\_\_\_)

**OPTION TWO:** GIFT CARD BONUS (Bonus gift cards to be used March 14-April 14, 2022. Printable PDF Gift Card sheet for your use.)

SPEND \$25, GET \$5 FOR FUTURE VISIT

SPEND \$50, GET \$10 FOR FUTURE VISIT

SPEND \$75, GET \$15 FOR FUTURE VISIT

SPEND \$100, GET \$20 FOR FUTURE VISIT

**OPTION THREE:** FEATURED MENU (Include any restrictions and email PDF or DOC to [cnied@chicagonorthwest.com](mailto:cnied@chicagonorthwest.com).)

Send the following to Christina ([cnied@chicagonorthwest.com](mailto:cnied@chicagonorthwest.com))

or use the link below to upload photos direct (<https://spaces.hightail.com/uplink/mcnw>):

- RESTAURANT LOGO (PNG OR EPS)
- FOOD IMAGERY (JPG)

# DEADLINE: FEBRUARY 11, 2022

## QUESTIONS? CONNECT WITH

**CHRISTINA NIED, PARTNERSHIP & SERVICE MANAGER**

847.278.3442 | [cnied@chicagonorthwest.com](mailto:cnied@chicagonorthwest.com)

