

CHICAGO NORTHWEST

# RESTAURANT WEEK 2023

LET'S DIG IN!



MARCH 3 – 12

## 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
  - 10% off your regular menu
  - Featured menu
- PROVIDE IMAGERY AND LOGOS

## 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

## PROMOTION

### MULTIPLE MEDIA CHANNELS

Promotion Dates:  
February 1 - March 11, 2023

#### Potential placements:

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

**DEADLINE:**  
**FEBRUARY 1, 2023**

FULL PROMOTIONAL EXPOSURE



eatchicagonw.com

enjoy  
illinois

## NEXT STEPS

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

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

Choose one of the following promotions:

**OPTION ONE:** 10% OFF FOOD BILL *(Restrictions: \_\_\_\_\_)*

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

Send the following to Amy ([awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com))  
or use the link below to upload direct (<https://spaces.hightail.com/uplink/mcnw>):

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

## FEATURED MENU TIPS

- Open for breakfast? Great! We'll accept menus for breakfast too.
- Offer vegetarian, vegan and gluten free options.
- You pick your price point.
- Include any restrictions on your PDF menu.

**DEADLINE: FEBRUARY 1, 2023**

## QUESTIONS? CONNECT WITH

**AMY WALGREN, PARTNERSHIP & SERVICE MANAGER**  
847.278.3447 | [awalgren@chicagonorthwest.com](mailto:awalgren@chicagonorthwest.com)

