

CHICAGO NORTHWEST

RESTAURANT Week

EAT. DRINK. LOCAL.

MARCH 1 - 10, 2024

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](#)
- CHOOSE BETWEEN
A FEATURED MENU
OR
PRIX FIXE MENU
- PROVIDE FOOD IMAGES



scan to
participate

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.

WHAT CAN YOU DO

- Hang door clings and posters
- Share your restaurant images on social media - tag us!
Facebook: @chicagonw
Instagram: @meetchicagonw
Hashtags: #EatChicagoNW #ChicagoNW
- Encourage your patrons to share too!
- Look for the Restaurant Week Toolkit email which includes logos and printable PDFs to use in your restaurant promotions

PROMOTION

MULTIPLE MEDIA CHANNELS

Begins February 5, 2024

Potential placements:

- Billboards
- Geofencing high impact areas
- TV News Segments
- Facebook/Instagram

SAVOUR - Kick-off event

- February 22, 2024, 5:00PM - 8:00PM
- Influencers in attendance
- Restaurant Week table signage
- \$100 per restaurant (use code: MCNW2024)

QUESTIONS? CONNECT WITH

MICHELE ZURLO, PARTNERSHIP & SERVICE MANAGER

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DEADLINE: FEBRUARY 2, 2024

FULL PROMOTIONAL EXPOSURE



eatchicagonw.com

