



### **GUIDELINES + REGULATIONS**

1. Promotion runs June 8-15, 2019 (includes two Saturday nights to capture the prime market).
2. Participating restaurants agree to create and offer a 3-course prix-fixed menu of \$20, \$30, or \$45 for dinner and/or a 2-course prix-fixed menu of \$10, \$15, or \$25 for lunch. OR restaurants may offer specialty menus to spotlight special offerings.
3. The prix-fixed dinner menu will include appetizer, main course and dessert (or side dish). The prix-fixed lunch menu will include appetizer or dessert and main course. These menus can include set items (to help control cost and portions) or patrons can order these courses from the current existing menu. Specialty menus can be customizable, offer discounts, add-ons, etc.
4. Price **excludes** beverages, tax and gratuity and must state this on the menu.
5. Restaurants must offer the prix-fixed menu(s) for the full seven days, and during the restaurant's full operating hours. ALL exclusions **must** be included on menus.
6. Suggestion: restaurants can suggest drink pairings to augment check totals. Each restaurant must specify all pricing and special suggestions must be listed on menus.
7. Restaurants agree to promote Restaurant Week in house: inform and educate all staff members, publically display marketing materials (posters, table cards, check card presenters, coasters and rack cards), social media marketing, website, word of mouth, etc.

### **MARKETING**

Marketing efforts for Dunwoody Restaurant Week will include but not be limited to:

1. **Exposure to begin the week of May 1, 2019. Marketing value reaching over \$20K.**
  - a. Social Media Marketing: Facebook Campaign, Twitter and Blog Mentions, Instagram Campaign.
  - b. Print Advertising: Flavors Magazine, Atlanta Magazine, The Crier, and Reporter Newspapers.
  - c. Digital Advertising: AtlantaMagazine.com, FlavorsMagazine.com, Aha Connection Blog, ExploreGeorgia.org and Facebook.
  - d. Included in Dunwoody's various calendar of events and submitted to Metro Atlanta calendar of events.
  - e. Spotlighted in the Discover Dunwoody May and June e-newsletter, distributed to 5,000+ subscribers.
  - f. Sponsorship of the Atlanta Magazine dining e-newsletter and Flavors Magazine e-newsletter.
  - g. Media Relations: local newspapers, magazines, and Metro Atlanta food bloggers.

**WEBSITE**

1. [www.DunwoodyRestaurantWeek.com](http://www.DunwoodyRestaurantWeek.com)
2. Visitors will be able to view all participating restaurants, menus and promotion details.
3. Visitors will be able to make reservations through Open Table and access restaurant websites for directions and contact information.

**Participation deadline is May 10, 2019.**

Restaurant \_\_\_\_\_ Contact \_\_\_\_\_

Email address \_\_\_\_\_

***\*By signing, I have read and understand the guidelines and regulations and agree to participate and support 2019 Dunwoody Restaurant Week (June 8-15).***

Signature \_\_\_\_\_ Date \_\_\_\_\_

**PLEASE RETURN TO:**

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