



SEPTEMBER 15-24
2023

PRESENTED BY
VISIT OMAHA

THE 10
TASTIEST DAYS

OmahaRestaurantWeek.com



OMAHA RESTAURANT WEEK

September 15-24, 2023

Visit Omaha invites your restaurant to participate in the 10 tastiest days of the year! The 10th annual Omaha Restaurant Week will showcase the city's diverse culinary scene with mouthwatering 3-course meals for a fixed price of \$20, \$30, \$40 or \$50 per person. The best part is that diners will be eating for a cause as Omaha Restaurant Week continues to support Food Bank for the Heartland. All participating restaurants agree to donate 5% of all Restaurant Week menu item sales to Food Bank for the Heartland.

PARTICIPATION BENEFITS

- Your restaurant will be advertised collectively in a citywide campaign. Omaha Restaurant Week will be promoted through the following outlets:
 - KETV television ads
 - iHeart radio (KXKT, KFAB, KGOR, and KISO) promotion including recorded spots and value recorded spots
 - Billboard ads featured in two prominent Omaha locations
 - Omaha World-Herald ads
 - Ads on Facebook, Instagram, Twitter, and Google
- Your restaurant will receive a full page on OmahaRestaurantWeek.com including photos, videos, detailed description, logo, address, map, phone number, price point, links to website and online reservations, chef's name and title, and course options. OmahaRestaurantWeek.com is fully responsive, making the site easy to view on multiple devices.
- Visit Omaha's social media manager will visit your location to collect photography and videos for promoting your restaurant on Facebook, Instagram and Twitter.
- Your restaurant will be featured on Omaha Restaurant Week promotional materials to be distributed at hotels and the Omaha Visitors Center.
- Each participating restaurant will receive:
 - Posters delivered to your restaurant prior to Omaha Restaurant Week.
 - Design elements for advertising to your customers on social media, email blasts and printed materials.
 - Sample social posts to aid in promoting the restaurant's participation in the event.



For questions please contact Erin O'Brien at 402-444-1764 or eobrien@visitomaha.com

Register at www.OmahaRestaurantWeek.com

PARTICIPATION REGULATIONS

- Omaha Restaurant Week is 10 nights, from Friday, September 15 - Sunday, September 24, 2023.
- Participating restaurants agree to create and offer a separate prix-fixe dinner menu during the event. Standard dinner menus may also be offered.
- Restaurants must participate every night that they are typically open during the event. For instance, restaurants that are closed on Mondays and/or Sundays may remain closed those days.
- Restaurants understand that this is a dinner promotion only.
- Omaha Restaurant Week asks that all participating restaurants make a commitment to use the promotional posters provided.
- Restaurants agree to provide all the necessary information for their customized webpage, including photographs, chef's name and title, price point, etc. as soon as possible.
- Menus will be collected after enrollment and published on their webpage beginning August 1.
- Restaurants agree to provide at least 3 options for each course – typically appetizer, entrée and dessert.
- Restaurants agree to price their Omaha Restaurant Week menus at \$20, \$30, \$40 or \$50 per person (excluding tax and gratuity). The selected price point should be perceived as a strong value for your restaurant. If your standard price point of a 3-course meal falls within or below the selected price point, we strongly suggest that you include a glass of wine, beer or cocktail beverage within the price point, or select a lower price point.
- Restaurants are welcome to offer wine, beer or cocktail selections for each course at an additional price. Omaha Restaurant Week will add this offer to your restaurant's profile.
- Optional \$25 or \$50 gift card is collected for promotional and marketing efforts.
- Restaurants agree to donate 5% of all Omaha Restaurant Week menu item sales to Food Bank for the Heartland. It is the restaurant's responsibility to track sales and send in donations by the deadline: October 1, 2023.
- **Restaurants agree to promote Omaha Restaurant Week to their customers in the weeks leading up to the event.**



Go to www.OmahaRestaurantWeek.com to register to participate. Registration deadline is August 18, 2023.

PARTICIPATION FEE

Fee per Restaurant \$250
 Additional locations \$100 per location

Optional: Gift Cards \$25 or \$50
Collected to use for promotional efforts

Nebraska Beef Council Promotion \$75 off
Nebraska Beef Council will "buy down" your participation fee by \$75 if your restaurant agrees to feature a minimum of two beef items on your menu.

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