



PRESENTED BY VISIT OMAHA

THE 10 TASTIEST DAYS SEPTEMBER 12-21

ENJOY 3-COURSE MEALS AT DISCOUNTED PRICES

OmahaRestaurantWeek.com





OMAHA RESTAURANT WEEK

September 12-21, 2025

Visit Omaha invites your restaurant to participate in the 10 Tastiest Days of the year! The 12th annual Omaha Restaurant Week will showcase the city's diverse culinary scene with mouthwatering 3-course meals at fixed prices of \$20, \$30, \$40 and \$50 per person.

The best part is that diners will eat 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 ad
 - Ads on YouTube, Facebook, Instagram and Google
- Visibility on the Omaha Restaurant Week app, new in 2025.
- 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 and Instagram.
- 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 participation in the event.



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 12 - Sunday, September 21, 2025.
- 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.
- Participating restaurants should 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 restaurants' webpages beginning August 1.
- Restaurants agree to provide at least 2 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 three course meal falls within or below the selected price point, we strongly suggest that you include a glass of wine, beer or cocktail 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.
- An optional \$25 or \$50 gift card is collected for additional promotion on social media.
- 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, 2025.
- **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 15, 2025.

PARTICIPATION FEE

Fee Per Restaurant \$250
\$350 after July 18

Additional Restaurant Locations. . . . \$100 each

Optional: Gift Cards \$25 or \$50
Collected to use for additional promotion on social media

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