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GREATER
palm springs
RESTAURANT
WEEK



2020
participation kit

dineGPS.com

event information

Greater Palm Springs Restaurant Week is a 10-day dining event that showcases a variety of eateries throughout the destination. Participating restaurants offer special lunch and dinner menus at set prices. The event not only introduces new customers to restaurants but also enhances the economic vitality of Greater Palm Springs.

2020 EVENT DATES

Friday, May 29 through
Sunday, June 7

why participate?



gain new customers



promote the
restaurant



be part of the local
culinary community

menu pricing

LUNCH

2+ items

\$15, \$20 or \$25

DINNER

3+ items or small plates menu

\$29, \$39 or \$49

PARTICIPATION FEE

\$500 per restaurant

REGISTRATION DEADLINE

Friday, February 28, 2020

event information

A marketing, advertising and public relations campaign with a media value of over \$500,000 will promote [Greater Palm Springs Restaurant Week](#) and the participating restaurants throughout the Coachella Valley and beyond. The campaign will generate millions of consumer impressions in the local area and in the regional drive markets prior to, during and following Restaurant Week.

advertising

- **PRINT:** Ads in *The Desert Sun*, *Palm Springs Life*, *Locale Magazine*, and *Travel Host*
- **DIGITAL:** Google, Facebook and other highly searched dining and lifestyle websites.
- **OUTDOOR:** Outdoor digital billboards in high traffic areas
- **TELEVISION:** TV spots on KTLA and Time Warner Cable in LA and San Diego
- **EMAIL:** E-blasts to thousands of diners throughout Southern California

promotional benefits

- **DINEGPS WEBSITE**
Features participating restaurants with photos, logo, description, address, phone and menus
- **EVENT LOGOS + CREATIVE**
For use on restaurant websites, menus and social media channels
- **2020 DINEGPS DINING MAP**
Printed map of Greater Palm Springs restaurants showcasing participating restaurants.
Distributed to visitor centers, hotels, restaurants and beyond
- **PROMOTIONAL ITEMS**
Check stuffers, table tents and event poster

[MORE →](#)



REGISTER NOW dineGPS.com/register

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Need more info? Contact Polly Peak // ppeak@dineGPS.com // 310.591.5533



event information

CONTINUED

public relations

- **FEATURE STORIES**

Highlighting the event, participating restaurants and cities throughout Greater Palm Springs

- **INFLUENCERS**

Local and regional print, online and TV media, food reviewers and bloggers will cover [Restaurant Week](#).

- **PR CAMPAIGN**

Targets local and regional media

- **PRESS RELEASES**

Spotlighting [Greater Palm Springs Restaurant Week](#) to be distributed in local and visitor markets

- **SOCIAL MEDIA**

Consumer engagement on Twitter, Facebook and Instagram

greater palm springs cvb benefits

- **EXCLUSIVE PARTNER NETWORK**

Invitations to business networking events sponsored by the CVB including CVB orientations and mixers, marketing bootcamps, and special events exclusively for partners.

- **COMMUNICATIONS + MEDIA OPPORTUNITIES**

Receive partner emails with the latest partner news, as well as opportunities to participate in FAM tours, trade shows, sales events and marketing co-ops.

- **EXTRANET ACCESS**

Login credentials to the CVB Partner Extranet with access to post special offers and events, receive group and meeting planner referrals, and update your restaurant website listing

menu information

TIPS FOR A SUCCESSFUL GREATER PALM SPRINGS RESTAURANT WEEK EVENT



Menu needs to be robust and of good value.



Menu should provide a 10% value to diners.



Improve word-of-mouth by showcasing your best dishes.



Be creative and descriptive of menu items.



Use Instagram, Facebook and Twitter to promote your menu.



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WEEK
MAY 29-JUNE 7, 2020
DINEGPS.COM

YOUR RESTAURANT
NAME OR LOGO

DINNER

CHOICE OF

Young Romaine Salad
Lemon caper dressing, shaved Parmesan, sourdough crouton
La Marca Prosecco \$9

or

Roasted Tomato and Basil Soup
Fresh herbs, Gorgonzola cheese and garlic crostini
Chateau St. Jean Fume Blanc, Sonoma County, 2009 \$10

or

Crab Cake
Celery salad and remoulade sauce
Meliora Chardonnay, Santa Rita Hills, CA 2011, \$12

SUPPLEMENTAL DISH

Sweet corn agnolotti with mascarpone and Reggiano \$12

CHOICE OF

Pan-Sauteed Maine Diver Scallops
Confit fingerling potatoes, hazelnut brown butter and mache salad
Schafer-Frohlich Medium Dry Nahe Riesling, 2010 \$10

or

Roasted Jidori Chicken
Garden ragout of sweet white corn, petite green peas, pearl onions
baby red potatoes, carrots and roasted chicken jus
Chateau Monbousquet White, Bordeaux, 2004 \$12

or

Grilled Flat Iron Steak
Homemade mac & cheese, stuffed sweet onion, farmers market watercress,
shaved red onion corn ciabatta, white wine beef sauce
Broadside Cabernet Sauvignon, Margarita Vineyard, Paso Robles, CA 2010 \$14

SUPPLEMENTAL DISH

Duo of Prime New York steak and lobster tail \$19
Stuffed tortellini, sauce Bordelaise and horseradish potato puree

CHOICE OF

Glass of House Wine or Draft Beer

or

Molten Chocolate Cake

or

Dulce Leche Crème Brulee

\$39/PERSON | NOT INCLUDING TAX AND GRATUITY

sample menu



UPSELL

Offer a wine/beverage pairing with each course.



UPSELL

Create an exclusive cocktail for the menu.



UPSELL

Offer supplemental dishes at an additional price.



INCLUDE

Give diners a choice of a beverage or dessert.



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YOUR RESTAURANT
NAME OR LOGO

LUNCH

CHOICE OF

Soup Du Jour

Please ask your server for today's special

or

Green Market Salad

Local greens, crispy scallops, walnuts, goat cheese and Meyer lemon vinaigrette

or

Salt & Pepper Calamari

Jalapeno, shallots, cucumber, five spice and ginger aioli

CHOICE OF

Chopped Cobb Salad

Organic mixed greens, grilled chicken, avocado, blue cheese, bacon, green onions, tomato, hard boiled egg and white balsamic vinaigrette

or

House Burger

Ground beef mixed with garlic & rosemary, topped with feta, lettuce, tomato and red onion served on a toasted bun

or

Grilled Vegetable Spaghetti

Seasonal roasted vegetables tossed with pine nuts, roasted saffron marinara over spaghetti and topped with fresh basil

SUPPLEMENTAL DESSERT \$5

Chocolate Cake

Hazelnut ice cream, caramel and chocolate sauce

or

Ginger Mojito

Bacardi rum, fresh mint, ginger, and fresh lime juice

\$15/PERSON | NOT INCLUDING TAX AND GRATUITY

sample
lunch
menu



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YOUR RESTAURANT
NAME OR LOGO

DINNER

CHOICE OF

Young Romaine Salad

*Lemon caper dressing, shaved Parmesan, sourdough crouton
La Marca Prosecco \$9*

or

Roasted Tomato and Basil Soup

*Fresh herbs, Gorgonzola cheese and garlic crostini
Chateau St. Jean Fume Blanc, Sonoma County, 2009 \$10*

or

Crab Cake

*Celery salad and remoulade sauce
Meliora Chardonnay, Santa Rita Hills, CA 2011, \$12*

SUPPLEMENTAL DISH

Sweet corn agnolotti with mascarpone and Reggiano \$12

CHOICE OF

Pan-Sauteed Maine Diver Scallops

*Confit fingerling potatoe, hazelnut brown butter and mache salad
Schafer-Frohlich Medium Dry Nahe Riesling, 2010 \$10*

or

Roasted Jidori Chicken

*Garden ragout of sweet white corn, petite green peas, pearl onions
baby red potatoes, carrots and roasted chicken jus
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Grilled Flat Iron Steak

*Homemade mac & cheese, stuffed sweet onion, farmers market watercress,
shaved red onion corn ciabatta, white wine beef sauce
Broadside Cabernet Sauvignon, Margarita Vineyard, Paso Robles, CA 2010 \$14*

SUPPLEMENTAL DISH

*Duo of Prime New York steak and lobster tail \$19
Stuffed tortellini, sauce Bordelaise and horseradish potato puree*

CHOICE OF

Glass of House Wine or Draft Beer

or

Molten Chocolate Cake

or

Dulce Leche Crème Brulee

\$39/PERSON | NOT INCLUDING TAX AND GRATUITY

sample
dinner
menu



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YOUR RESTAURANT
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SMALL PLATES

SAMPLE MENU

Choice of *THREE* Items:

Tuna Tostada

Oil poached, salsa morita, avocado, habanero, nasturtium

Wagyu Steak Tartare

Cornichon, caper, mustard, thickened egg yolk, milk bread

Charred Avocado and Crispy Rice Salad

Chile, cilantro, garlic chives, cane vinegar

Spaghetti alla Chitarra

Garlic, anchovy, extra-virgin olive oil, Calabrian bread crumbs

Mezzi Rigatoni

Crushed meatballs, burrata cheese, marinara

Meatballs

Pork and beef, ricotta, pecorino, tomato sauce, grilled ciabatta

Sunchoke and Coconut Curry

House-made naan, yellow curry, herbs

Patty Melt

Taleggio cheese, caramelized onions, caraway, Calabrian aioli

Red Velvet Mini Churros

Chocolate hazelnut sauce

Layered Chocolate Buttermilk Cake

Vanilla bean buttercream, dark chocolate fudge

Glass of Pinot Grigio, Rosé or Pinot Noir

\$39/PERSON | NOT INCLUDING TAX AND GRATUITY

sample
small plates
menu



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event guidelines

Greater Palm Springs Restaurant Week is an ideal time to showcase what your restaurant does best. **dineGPS** wants diners to have a great experience that is consistent and memorable over the 10-day event.

PLEASE ADHERE TO THE FOLLOWING EVENT GUIDELINES:

- The **Restaurant Week** menu must be presented to every diner during the event.
- **Restaurant Week** menu must be least a 10% value to diners.
- The **Restaurant Week** menu must be available during regular operating hours for lunch and/or dinner service on weekdays and weekends.
- The approved menu posted on dineGPS.com must be the same menu presented to diners during the event.



social media tips

We are thrilled to have your restaurant participating in [Greater Palm Springs Restaurant Week](#), and we are happy to share our tips on how to use social media to get diners excited about your restaurant. Social media is influencing where people eat every day, and it's one of the most effective platforms to get the word out that your restaurant is involved in [Restaurant Week](#).

CONNECT TO GREATER PALM SPRINGS RESTAURANT WEEK



GENERAL TIPS

- Create a consistent voice for your restaurant.
- Be conversational and creative in your copy.
- Tag all your social posts [#DineGPS](#) and [@DineGPS](#).
- Engage with your followers by re-posting, re-tweeting and responding to comments.
- Collaborate with influencers to share their experience at your restaurant with their followers.
- Make all social handles easily accessible in your restaurant and on menus, so diners can easily share their experience.
- Stay active on social media before and during [Restaurant Week](#).
- Post regularly on a schedule that keeps the restaurant top-of-mind.
- Post beautiful shots of your Restaurant Week dishes and drinks.

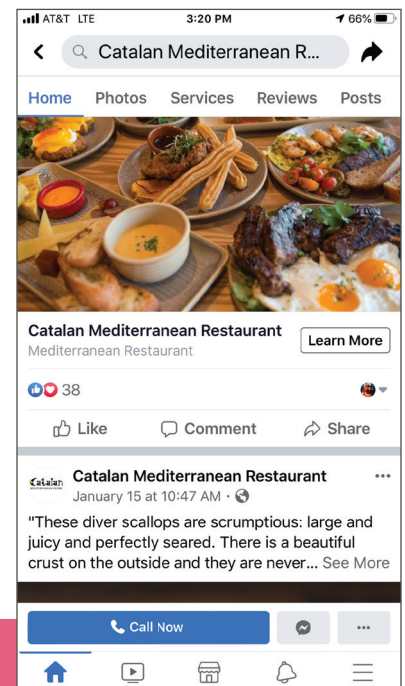




photo tips for social media

RESOLUTION

Higher quality images are always preferred on social media.

FACEBOOK: Feed/Ad: 1200x628px | Story: 1080x1920px | Event: 1920x1080px

TWITTER: Tweet Images: 1024x512px

INSTAGRAM: Standard Square: 1080x1080px | Vertical: 1080x1350px | Story: 1080x1920px

COMPOSITION

- Make the image about the subject: Props are welcome, but don't let them take over an image.
- Start with the subject and then consider what more to add to give the photograph more action.
- Double check that everything in the frame is what you intend to photograph.
- Remove extras like dirty silverware, napkins, brand labels, etc.
- Fill the frame: Make the most of the space that you have with the subject.
- Try different angles: Depending on the subject, it might photograph best above to the side.
- Don't be afraid to get in odd positions for the right shot, holding the subject in the air or crouching on the ground.
- Consider backgrounds and look around for other places to put your subject to match the aesthetic.
- Do not use zoom features to compose an image as it will likely come out pixelated.
- Always move yourself to get your lens closer to the subject or crop the photo later.




LIGHTING

Good lighting will make a subject more appealing.

- Use natural light when possible.
- When using a smartphone, simply use night mode photography settings.
- Do not use flash; it will create harsh highlights and deep shadows.



INSTAGRAM

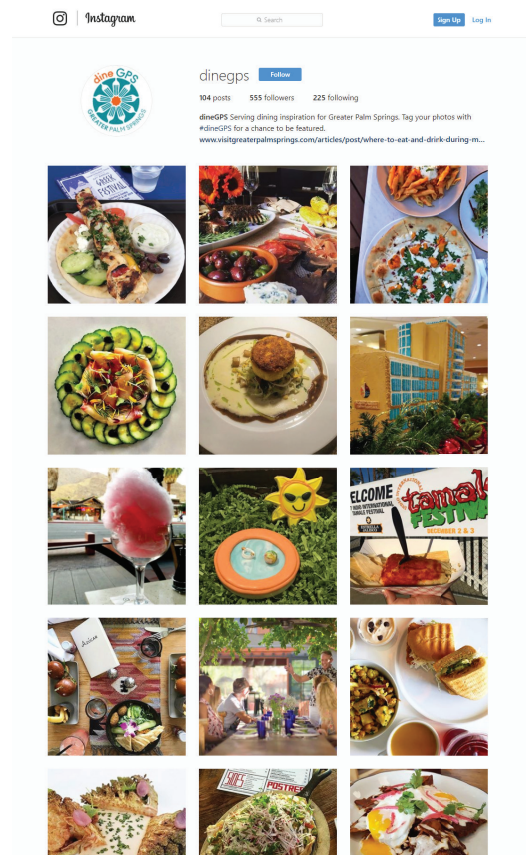
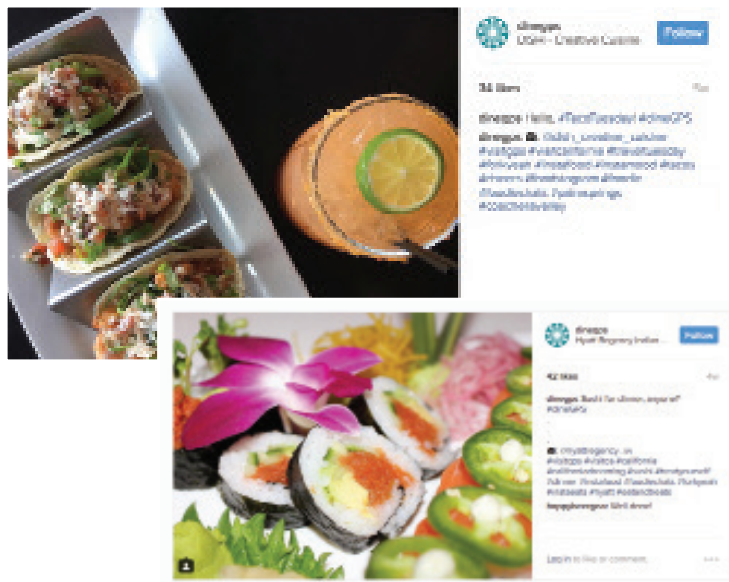
 "If you're not marketing on Instagram, you're missing out."
(Fast Company, 2016)

Update your Instagram profile to include key information about your restaurant: address, hours of operation and link to your [Restaurant Week](#) menu.


Share great food photos of your [Restaurant Week](#) dishes leading up to and during the event.

Use Instagram Stories to bring your photos to life with exclusive content. Don't forget you can tag [@dineGPS](#) in your stories, too.

Use the [#dineGPS](#) hashtag in your posts for a chance to be regrammed by the CVB. Add other hashtags to help consumers find your posts.



f FACEBOOK

 "90 percent of American foodies use Facebook"
(Adweek, 2015)

Create a voice for your restaurant that will be the voice you use on Facebook. Remember that Facebook (and social media in general) works best when your tone is more conversational and less salesy.

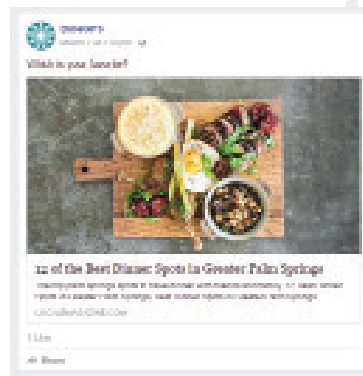
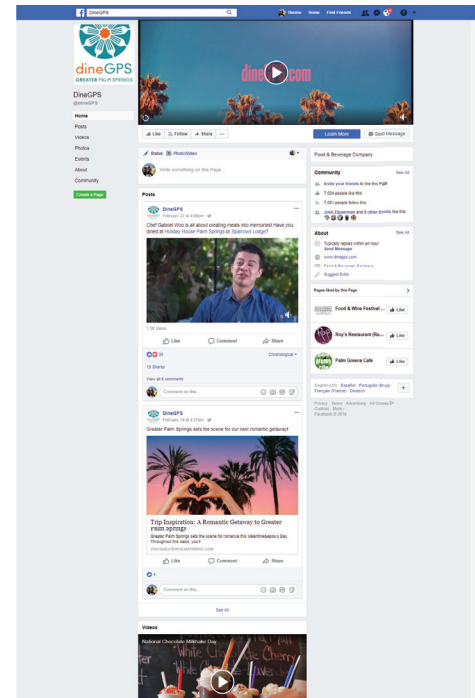
Post a link to your [Restaurant Week](#) Menu on Facebook.

Share photos of your featured dishes and the unique ambiance of your restaurant. Remember, [Restaurant Week](#) is about more than just your delicious food—it's about the full dining experience.

Use Facebook Live and videos to share behind-the-scenes content featuring your chef, dish preparation, recipes, etc.

Share links to articles that your restaurant is featured in.

Consider setting aside a small portion of your monthly marketing budget for boosting posts on Facebook. Boosting a post for just \$5 can increase the number of people you reach by hundreds of users.





"One of the purest platforms left, and the possibilities are wide-open to incoming brands." (LucidPress, 2019)

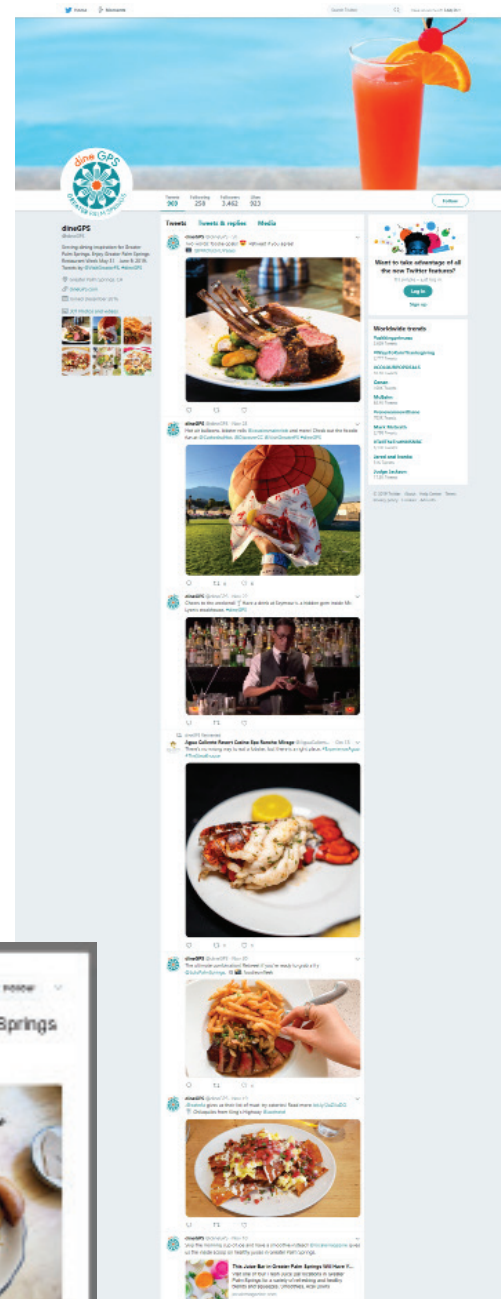
Share the excitement about what's happening now in preparation for **Restaurant Week** as a newsfeed. Twitter is the ideal place to build a sense of urgency around booking a reservation or making a dining decision.

Share a link to your **Restaurant Week** menu — we like to use bitly.com to shorten post links.

Tag your posts with **@dineGPS** or **#DineGPS** for an opportunity to be retweeted by the **@dineGPS** account.

Share special events, menus and photos leading up to **Restaurant Week**.

Use hashtags to help your content get found. In addition to **#dineGPS**, you can use **#visitGPS** to connect with the CVB. Also try experimenting with popular hashtags like **#mondaymotivation**, **#foodiefriday**, **#foodiechats** and more.



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event tips

Bounceback incentives are a great way to keep the momentum going after **Restaurant Week**. Here are a few ideas to keep them coming back for more.



Give **Greater Palm Springs Restaurant Week** diners an **exclusive discount card** that can be redeemed after Restaurant Week is over. Print business-card size using an online printing site.



Diners who "like" your restaurant on Facebook, Tweet about it or post on Instagram about their meal during **Restaurant Week** get a **special discount card** for a future visit.



Diners who bring in their receipt from **Restaurant Week** at a later date can get a **free appetizer or discount** off their meal.



Have your staff remind patrons that if they return on their **birthday**, they'll receive a free entree, drink or a discount off their meal.



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