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# GREATER palm springs RESTAURANT WEEK



2022  
participation kit

[visitgreaterpalmsprings.com/restaurant-week](https://visitgreaterpalmsprings.com/restaurant-week)

## event information

Visit Greater Palm Springs is promoting restaurants all summer long, starting with [Greater Palm Springs Restaurant Week](#) June 3 – 12, 2022 and immediately followed by the Summer Eats Pass available to diners June 13 – September 5. This event is promoted both to visitors and residents locally. Greater Palm Springs Restaurant Week is a 10-day dining event, kicking off the summer, that showcases a variety of eateries throughout the valley. Participating restaurants offer special lunch and dinner menus at set prices.

### 2022 EVENT DATES

Friday, June 3 through  
Sunday, June 12

## why participate?



gain new customers



promote the  
restaurant



be part of the local  
culinary community

## menu pricing

### LUNCH:

2+ items

\$15, \$25 or \$35

### DINNER:

3+ items or small plates menu

\$39, \$49 or \$59

### PARTICIPATION FEE:

\$500 per restaurant



**REGISTRATION DEADLINE:**  
Thursday, March 31, 2022



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RESTAURANT  
WEEK

REGISTER NOW: [dineGPS.com/register](https://dineGPS.com/register)

REGISTER BY MARCH 31, 2022 TO RECEIVE ALL PROMOTIONAL BENEFITS.

Need more info? Contact Erica Abarca: [erica@visitgreaterps.com](mailto:erica@visitgreaterps.com) or 760.969.1322

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## event information

A marketing, advertising, and public relations campaign 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, digital, outdoor, television, and email.



### 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

#### PROMOTIONAL ITEMS

- Check stuffers, table tents, and event poster



### public relations

- **FEATURE STORIES** — Highlight the event, participating restaurants, and cities throughout Greater Palm Springs
- **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 / INFLUENCERS** — Consumer engagement on Twitter, Facebook, and Instagram

## visit greater palm springs benefits

- **EXCLUSIVE PARTNER NETWORK** — Invitations to business networking events sponsored by Visit Greater Palm Springs (Visit GPS) including Visit GPS orientations and mixers, marketing bootcamps, and special events exclusively for partners
- **COMMUNICATIONS + MEDIA OPPORTUNITIES** — 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 Visit GPS Partner Extranet with access to post special offers and events, group and meeting planner referrals, and updates to your restaurant website listing



## maximize your benefits with the summer eats pass

The Summer Eats Pass follows Greater Palm Springs Restaurant Week and lasts through Labor Day Weekend, offering diners a variety of specials, fixed menus, and incentivizing check-ins at restaurants across the valley for a chance to win weekly prizes.

**COST** — Free (Restaurants that participate in Restaurant Week receive priority placement on the mobile pass)

**OFFERS** — percentage or \$ of discount, prix fix menu, happy hour special or other deal.

**CHECK-IN** — Sign up as a check-in location with no special offer required

## menu information

### TIPS FOR A SUCCESSFUL GREATER PALM SPRINGS RESTAURANT WEEK EVENT



Menu needs to be robust and of good value.



Menu should provide value to diners.



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



Be creative and descriptive of menu items.



Use Instagram, TikTok, Facebook, and Twitter to promote your menu.



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JUNE 3-12, 2022



YOUR RESTAURANT  
NAME OR LOGO

## DINNER

starter: 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  
*Meliara Chardonnay, Santa Rita Hills, CA 2011, \$12*

entree: 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*

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 or special cocktail with each course.



### UPSELL

Offer supplemental dishes at an additional price.



### INCLUDE

Give diners a choice of a beverage or dessert.



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YOUR RESTAURANT  
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## 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  
MENU**



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YOUR RESTAURANT  
NAME OR LOGO

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### starter: 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*

### entree: 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*

### 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

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## SMALL PLATES

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

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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.
- 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 [visitgreaterpalmsprings.com/restaurant-week](https://visitgreaterpalmsprings.com/restaurant-week) 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: @dinegps



## 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 | Story: 1080x1920px

TIKTOK: HD Video, 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

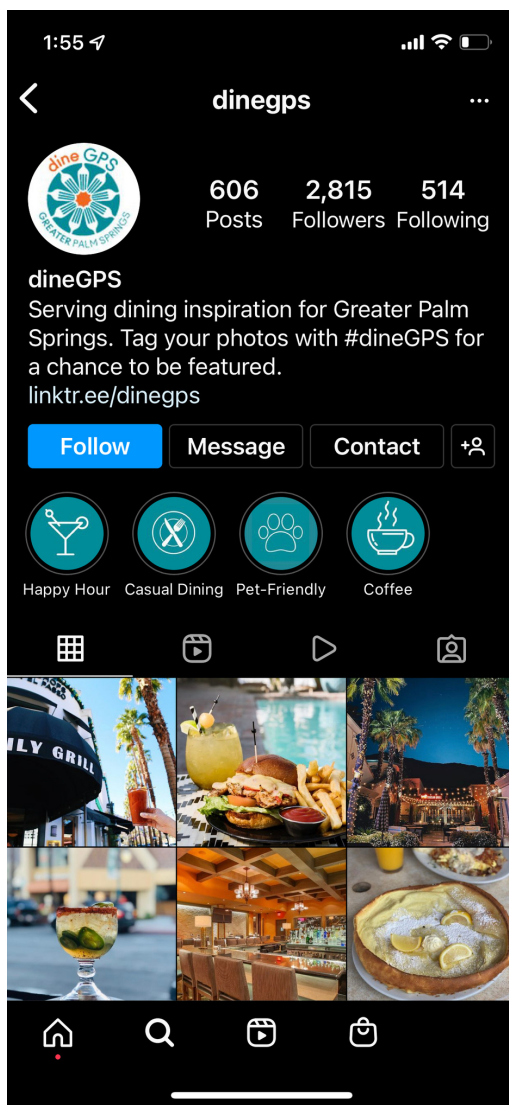
Good lighting will make a subject more appealing.

- 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

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 Visit GPS. Add other hashtags to help consumers find your posts.



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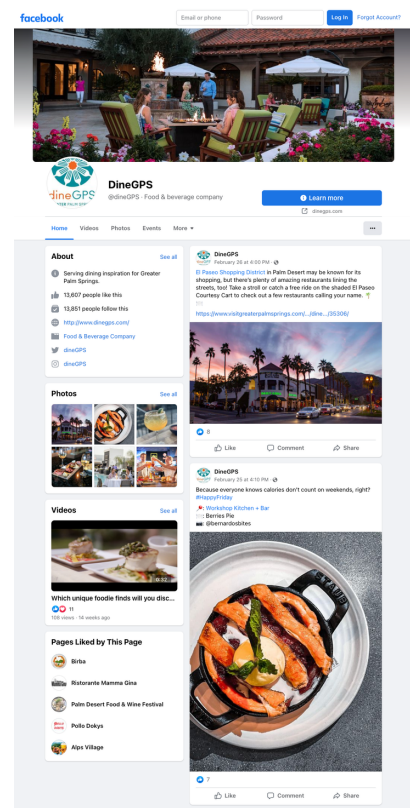
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## facebook

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.





## twitter

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.



**dineGPS** @dineGPS · Mar 11, 2020

Eat, drink and save! Enjoy these local dining deals in Greater Palm Springs. [#dineGPS](#)



[visitgreaterpalm Springs.com](http://visitgreaterpalm Springs.com)  
**Dining Deals in Greater Palm Springs**  
 Looking for dining deals in Greater Palm Springs? Check out our list of restaurant and bar deals here.



# Explore

Settings

dineGPS  
1,036 Tweets



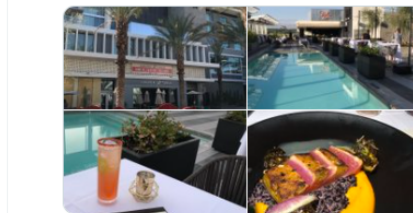
**dineGPS**  
@dineGPS

Serving dining inspiration for Greater Palm Springs. Enjoy Greater Palm Springs Restaurant Week May 31 - June 9, 2019. Tweets by @VisitGreaterPS. [#dineGPS](#)  
 Greater Palm Springs, CA [dineGPS.com](#) Joined December 2016

241 Following 3,160 Followers

Tweets Tweets & replies Media Likes

dineGPS Retweeted  
**Jill Weinlein** @Jillsfoodtravel · Oct 7, 2020  
 Wednesdays make an overnight reservation @Kimpton @VisitGreaterPS and "dine under the stars" at High Bar with Chef Dan on the rooftop with his prix fixe menu @dineGPS



1 3

**dineGPS** @dineGPS · Mar 13, 2020  
 What type of burger are you craving? See which 12 spots in Greater Palm Springs, [@localemagazine](#) chose to satisfy your hunger. [#dineGPS](#)



- Share a link to your Restaurant Week menu — we like to use [bitly.com](http://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 Visit GPS. Also try experimenting with popular hashtags like [#mondaymotivation](#), [#foodiefriday](#), [#foodiechats](#), and more.



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## tiktok

The food and beverage world is taking Tik Tok by storm and another great tool to grow your customer base. Here's some tips for engaging new diners on Tik Tok:

- **Give a TikTok tour of your restaurant and introduce your staff.** There's a lot more to making a great restaurant than just slinging Instagrammable food and drinks. Bring your customers on tours of your business. Introduce an employee, greet a fresh-arriving shipment of food, or show the behind-the-scenes preparation for a special event or party.
- **Debut your Restaurant Week Menu and other new specials on TikTok.** Besides being an interactive way to really show off what you're serving, it can also act as a way to draw in diners who may not have made dinner plans yet.
- **Tap into your customers' finest moments.** Great food and solid service may be what keeps a business running, but customers add their own dimension that becomes part of your restaurant's personality. Take advantage of a genuinely happy moment — a proposal, a birthday party, or just happy friends enjoying each other's company — and share it with your fans. You'll show that you care about the people coming to eat with you.
- **Show off what makes your kitchen or your process unique.** TikTok didn't invent the "how it's made" video, but it has made them crazy-popular. As a restaurant, you're in a perfect position to use the platform to give a behind-the-scenes look at what goes into making your best dishes. Do you use a weird machine that no one has in their home kitchens? Fire it up and show it off! If your food has a strange backstory, let your customers get excited to see it for themselves.
- **Teach your TikTok audience a recipe or technique.** People love learning. They love food. And you know more about food than they do. So figure out how to teach your customers a thing or two. When it comes to easy, rinse-and-repeat TikTok ideas for restaurants, it doesn't get much better than recipes and tutorials. It could be specific pointers on how you cook your fish, or the right way to eyeball a classic Manhattan.

## 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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