

DINE -the- COUVE

At a Glance

Summary: Vancouver USA's fourth annual dining month will drive customers to participating local restaurants throughout the month of October. Restaurants will offer a "3 for \$23" menu. The campaign will influence awareness in the region of Vancouver USA as a dining destination.

Incentives:

- Customer incentive – Special offers to bring new customers into the business and a customer appreciation opportunity for those who already frequent your establishment.
- Restaurant Incentive – Advertising campaign provided by Visit Vancouver USA.

Menu Format:

Each participating business will offer a special incentive (perceived offer) to diners for dining month. The menu/deal will be offered for the month of October, alongside the establishment's normal menu offerings.

For Restaurants:

- New menu offering of three courses for \$23; OR select items from your existing menu to combine at the special fixed price point
 - Three-item menu can be any combination of the following examples: soup, salad, appetizer, entree, dessert, snacks, or beverage
- *exclusive of tax & gratuity unless otherwise specified on menu

Promotion

- Visit Vancouver USA will supply participating restaurants with marketing collateral. This includes but is not limited to:
 - Pre-event check cards handed out to dining parties two weeks prior to the event.
 - Posters displayed in restaurant windows and/or entry-ways with event dates and list of participating restaurants.
 - Coasters with date of event, website, and messaging to "ask us about our restaurant month special."
- Visit Vancouver USA will promote the dining month via advertising partnerships with iHeart Radio (K103, Z100, The Eagle) and Portland Monthly magazine.
- Visit Vancouver USA will target audiences throughout Clark County & the Portland metro area via social media and digital advertisements. Additionally, restaurants will be represented in media pitches and press releases and on www.VisitVancouverUSA.com.
- Restaurants are required to provide a \$50 gift card giveaway, to be used by Visit Vancouver USA on its social media channels, for media hosting and for general tourism promotion.
- Participating restaurants should also use their social media channels and website to promote the special along with a link to the Visit Vancouver USA dining month landing page.