

Dine Out
DOWNTOWN DELRAY
RESTAURANT WEEK 2017
AUGUST 1 - 7

Overview

Mission: To showcase our incredible dining destination, and celebrate the culinary scene of Downtown Delray, enticing residents from Jupiter to Broward to visit providing additional revenue to our food establishments during the month of August

Who can participate: Any Downtown Delray food establishment

Details: Week-long event where participating restaurants offer a Prix Fixe Menu, Dine Out Deals and culinary events throughout the week

Dates: Tuesday August 1st through Monday August 7th

Pricing: Dine Out Deals \$10 and under (for coffee and sandwich shops, juice bars, ice cream parlors), **Lunches:** Multi-Course Prix Fixe \$20 and under, **Dinners:** Multi-Course Prix Fixe \$40 and under. Pricing does not include beverage, tax or gratuity.

Due Dates: **ASAP – Menus go LIVE on July 1st** (Commitment/Participation Form, Menus with Pertinent Information, Dine Out Events Details). All material will be posted on downtowndelraybeach.com/restaurantweek

Participation Fee: \$100 in Gift Cards to your restaurant provided to the DDA.*
The gift cards will be used as Restaurant Week giveaways for Downtown community surveys. This will help us collect data that is vital to our organization & the city of Delray Beach.

*If you are only offering a Dine Out Deal (for \$10 or less) **or** a culinary event the participation fee is \$50 in gift cards provided to the DDA.

Proposed Culinary Events — an opportunity to showcase what your business does best!

- | | | |
|-----------------------|-----------------------|--------------------------------|
| -Cooking classes | -Farm to Table Dinner | -Sushi Rolling Class |
| -Wine & Beer Dinners | -BBQ Dinner | -Coffee Roasting/Barista Class |
| -Craft Cocktail class | -Juicing Class | |
| -Kids cooking class | -Vegan Cooking Class | |
- Any fun, out of the box suggestions? Let us know!**

Restaurant Week 2017 Advertising Plan

- Restaurant Weeks ads will appear in print, email, social, TV, radio and on digital signage at PBI & FLL airports
- Creative elements provided to each restaurant to use through your marketing channels



DDA@downtowndelraybeach.com , phone: 561.243.1077, fax: 561.243.1079
85 SE 4th Ave #108, Delray Beach, FL 33483

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- Inclusion in PR materials for Restaurant Week
- Targeting Miami to Jupiter area
- Cross-promotion on all events throughout the Delray Beach DDA's social Media Channels

Participant Form

***Restaurant Name:**

***Phone Number:**

***Contact:**

Position:

***Contact Email/Phone:**

Participant Fee: \$100 in Gift Cards (to be given to the DDA)

***What would your restaurant offer? (Check the Offer or Offers you would like to provide)**

_____ Dine Out Deals (\$10 and below) these may include smoothies, snacks, combos, lunch, drink, appetizer or dessert specials

_____ Multi-Course Prix Fixe Lunch (\$20 and below)

_____ Multi-Course Prix Fixe Dinner (\$40 and below)

_____ Culinary Event (If yes, what are you interested in hosting?) Please provide as many details as possible (pricing, date, time etc.)

Due Date for Menus (with pricing) and Event Details: ASAP!

***Please sign below to confirm your commitment to Restaurant Week 2017**

Name: _____



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Signature: _____

***=required field**



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