

RESTAURANT WEEK

Dine HUNTINGTON

OCTOBER 10-17, 2010

OBJECTIVE: Huntington is the Dining Capital of Long Island. To promote the region as a foodie destination and encourage diners to try different restaurants, Dine Huntington Restaurant Week will offer customers a three-course, prix-fixe menu. Value pricing will encourage customers to dine several times at different restaurants throughout the week.

THE PROGRAM: Participating restaurants will offer a 3-course prix-fixe menu at \$24.95/pp. A restaurant participation fee of \$395 will fund public relations, advertising, printing of posters, street banners and other materials, development and maintenance of DineHuntington.com, and social media promotion.

DATES: Sunday, October 10 through Sunday, October 17

THE TEAM: Dine Huntington Restaurant Week is a joint effort of Long Islander Newspapers and the Huntington Township Chamber of Commerce. Long Islander and Chamber staff will coordinate the details of the program and website.

ADVERTISING & PROMOTION:

- **Print Advertisements** to be placed in *The Long Islander*, *Newsday*, *Anton Newspapers* (Western Nassau County) and possibly other local weeklies. Ads will direct readers to the DineHuntington.com website for details and menus. Large display ads will include restaurant and sponsor logos.
- **Posters** will be distributed throughout the town and signage will be distributed to participating restaurants.
- **DineHuntington.com** website will list participating restaurants and link to their websites. A press section will carry media releases and photos.
- **Social media/e-mail:** The DineHuntington Team will generate frequent Facebook and Twitter posts. E-Mail blasts will provide periodic reminders.
- **Restaurant Week Logos** will be made available in JPG format for restaurants' use in collateral advertising, websites and promos.
- **Street Banners** to be hung at key locations in Huntington, subject to availability.

MEDIA AWARENESS: The Dine Huntington Team will construct a media awareness program to include:

- **Print Media:** Press releases, calendar listings and advisories will be sent to all local newspapers, magazines and shopper publications. *Long Islander* newspapers is committed to providing ongoing editorial support. The Dine Huntington Team will conduct follow-ups with media to encourage placement and story development.
- **Television/Radio:** Press releases, PSAs and news advisories to be sent to News 12, Verizon's FiOS1 and network news stations. The Team will conduct follow-ups with editors to encourage story development and airtime. PSAs to area radio stations.

CUSTOMER PARTICIPATION:

DineHuntington.com will engage customers by asking them to review their Restaurant Week experiences. Diners' mini-reviews reprinted on the website and *Long-Islander* newspapers will be made available to the restaurants for future promotion purposes.

PRESENTED BY

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 **Long-Islander**
NEWSPAPERS



**HUNTINGTON TOWNSHIP
CHAMBER OF COMMERCE**

DineHuntington.com

To participate call today - 631-427-7000

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RESTAURANT PARTICIPATION

Dine Huntington Restaurant Week

PRESENTED BY LONG ISLANDER NEWSPAPERS & HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE

Cooperative advertising, public relations and promotion will bring you new customers. Showcase your restaurant during Dine Huntington Restaurant Week.

Sunday, October 10 through Sunday, October 17, 2010

(Saturday to 7 p.m. only)

- Restaurants to offer 3-course pre-fixe menu at \$24.95 pp

WHAT'S INCLUDED

Dine Huntington Restaurant Week participation fee of \$395 per restaurant to fund:

- Advertisements in Long Islander Newspapers, Newsday and select Anton Publications papers in Western Nassau, and possibly other weeklies, will include participating restaurants with address and contact information.
- All public relations, promotion, printed materials, banners, etc.,
- Maintenance of DineHuntington.com website which will include listing of participating restaurants and their menus.
- Frequent posts to DineHuntington's 2,500 Facebook fans.
- Restaurants will be listed on posters and other promotions materials.
- JPGs of Dine Huntington logo will be provided for use in restaurant's own advertising and promotional materials.
- Signage announcing the restaurant as a participant.

CHECK YOUR ROLODEX...

Participation fee will be waived for any Restaurant which lands a sponsor for Dine Huntington Restaurant Week.

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ENROLLMENT FORM

Dine Huntington Restaurant Week

PRESENTED BY LONG ISLANDER NEWSPAPERS & HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE

Dear Long Islander Newspapers and Huntington Chamber of Commerce:

Count me in! Please include my restaurant in the Dine Huntington Restaurant Week promotion.
Enclosed is my check for \$395.

Restaurant Name: _____

Address: _____

Phone: _____ Fax: _____

Restaurant website _____

Contact Name: _____

E-mail: _____

Date: _____ Signed: _____

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