

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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Dine  
HUNTINGTON

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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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## SPONSORSHIP

### Dine Huntington Restaurant Week

PRESENTED BY LONG ISLANDER NEWSPAPERS & HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE

Link your company name to DineHuntington Restaurant Week and you'll come aboard one of the most successful local promotions in recent memory. The event last year brought thousands of diners to Huntington Township restaurants resulting in 30,000 meals and more than \$1 million in sales.

The inaugural DineHuntington Restaurant Week was heavily publicized through advertising and public relations and received extensive coverage in regional media. During Restaurant Week website traffic was at several thousand visitors a day. The nearly 2,500 foodies who became fans on Facebook continue to read DineHuntington.com's restaurant related posts.

#### **CHIEF SPONSOR: \$ 12,500**

- Company logo is displayed on all print and advertising materials, equal in prominence to the Chamber and Long Islander
- Logo displayed prominently on Over-the-Street Banner advertising.
- Sponsor will be named in broadcast media.
- Opportunity to distribute giveaways and promotional materials through participating restaurants (subject to restaurant participation)

#### **RESTAURANT WEEK SPONSOR: \$ 10,000**

- Restaurant Week sponsors will be associated with the dining activities. Sponsorship includes logo displayed on promotional and print materials, including posters, large display ads and banners.

Additional sponsorship opportunities are available at \$5,000 and \$2,500

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