

RESTAURANT WEEK

Dine HUNTINGTON

OCTOBER 9-16, 2011

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 3-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.

DATES: Sunday, October 9 through Sunday, October 16, 2011

THE TEAM: Huntington Restaurant Week is a joint effort of Long Islander Newspapers and 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) 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.
- **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 DineHuntington 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 will provide ongoing editorial support. The DineHuntington Team will conduct follow-ups to encourage media placement and story development.
- **Television/Radio:** Press releases, PSAs and news advisories to be sent to News 12, Verizon's FiOS 1, 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:

Dine Huntington Restaurant Week will engage customers by asking them to review their Restaurant Week experiences. Diners' mini-reviews may be reprinted on the website and in *The Long-Islander*, and will be made available to restaurants for future promotion purposes.

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Dine
HUNTINGTON
OCTOBER 9-16, 2011

PRESENTED BY

 **Long-Islander**
NEWSPAPERS



**HUNTINGTON TOWNSHIP
CHAMBER OF COMMERCE**

DineHuntington.com

To participate call today - 631-427-7000

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HUNTINGTON

OCTOBER 9-16, 2011

RESTAURANT PARTICIPATION

Dine Huntington Huntington Restaurant Week

PRESENTED BY HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE & LONG ISLANDER NEWSPAPERS

THE PROGRAM

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

Sunday, October 9 through Sunday October 16, 2011

(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:

- Advertising in Long Islander Newspapers, Newsday and select Anton Publications papers in Western Nassau, and possibly other weeklies. Large display ads will include participating restaurant logos.
- All public relations, promotion, printed materials, banners, etc.,
- Maintenance of DineHuntington.com website which will include listing of participating restaurants, menus and links to restaurant websites.
- 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 & Huntington Village Promenade
PRESENTED BY HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE & LONG ISLANDER NEWSPAPERS

Dear DineHuntington Team:

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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