

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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PRESENTED BY



HUNTINGTON TOWNSHIP  
CHAMBER OF COMMERCE

# DineHuntington.com

To participate call today - 631-427-7000

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*Dine*  
HUNTINGTON

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## SPONSORSHIP

Dine Huntington Huntington Restaurant Week

PRESENTED BY HUNTINGTON TOWNSHIP CHAMBER OF COMMERCE & LONG ISLANDER NEWSPAPERS

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

DineHuntington Restaurant Week is heavily publicized through advertising and public relations, and receives extensive coverage in regional media. During Restaurant Week, website traffic is several thousand visitors a day. More than 3,500 foodies who are Facebook fans read DineHuntington.com's restaurant-related posts.

### CHIEF SPONSOR: \$12,500

- Company logos 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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 **Long-Islander**  
NEWSPAPERS



**HUNTINGTON TOWNSHIP  
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