



Restaurant Week Overview

Restaurant Week is now in its second year as Orange County's largest and most successful dining event. Restaurant Week was launched with the intention of spotlighting OC as a premier Southern California dining destination conveniently located between San Diego and Los Angeles.

During this semi-annual celebration more than 125,000 diners get a chance to enjoy special three or more course prix-fixe and specialty menus from more than 100 participating restaurants across the County.

An unbelievable display of OC's finest culinary talents, Restaurant Week will once again illustrate why the Orange County dining scene is so quickly becoming one of the nation's hot spots.

Date:	February 28th - March 6th
Time:	Lunch & Dinner Hours
Place:	All Restaurants Throughout Orange County
Cost to Diners:	Lunch \$10, \$15, \$20 Dinner \$20, \$30, \$40
How:	Guests can search restaurant locations and menus at www.OrangeCountyRestaurantWeek.com
Number of Restaurants:	100+ Orange County Restaurants (September had 121 restaurants)
Target Audience:	ALL Orange County Diners Based on past Restaurant Week statistics marketing will connect with over 2 million viewers
Cost:	\$750 per restaurant (\$650 before Dec. 10th) \$350 for additional locations with same menu NEW - Dining Sweepstakes Opportunity - see page 5

Sign Up before
December 10th to
SAVE \$100

There will also be Kid's Restaurant Week June 27-July 3rd and Fall Restaurant Week September 26 - October 2nd



Questions? Contact Us - Info@OrangeCountyRestaurantWeek.com
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For more information about OC Restaurant Association please visit www.OCRestaurantAssociation.org

EVENT MARKETING & PROMOTION

Website

OrangeCountyRestaurantWeek.com is the official site for the event.

Each participating restaurant will have their own webpage featuring their Restaurant Week menus, special offerings, location, phone number, website link.

Orange County Restaurant Week Received Sensational Traffic!

WEBSITE STATISTICS:

Over 2 Million pages were viewed before and during the event.

Each Restaurant will have their Own Page with your menu offer and a link to your website



Restaurant Week Website

Aggressive Advertising Campaign

Television: Over 400 TV commercials on top network and cable stations.

Radio: There will be a very aggressive radio campaign to promote Restaurant Week sponsored by JiffFM & KJazz. Additional radio commercials will be purchased through major radio stations.

Movie Theaters: We will have big screen ads at local Regal and AMC movie theaters.

Print Publications: Local Print Publications such as Orange Coast Magazine, OC Metro, Dining Out Magazine, OC Life Magazine and many other local papers and publications.



Full Page Ads in Multiple Publications



EVENT MARKETING & PROMOTION CONTINUED

Online Marketing

Online Promotion: Multiple banner ads on ALL of Orange County's best websites including Orange Coast Magazine, OpenTable.com, OCWeekly.com, OCFoodies.com, OCStandard and MANY additional Partner Sites.

Social Network Campaigns:

As a sponsor Yelp takes an active role in spreading the word to it's loyal OC following of more than 50,000. Networking on Facebook and Twitter as well as Local Food Blogs.

E-mail:

As a sponsor OpenTable will send out multiple newsletters to it's 70,000 local members. As well as other announcements via partner an other media databases throughout Orange County.

Restaurant Week EMAIL STATISTICS:

Over 200,000 emails sent using various media & email platforms

Collateral Materials

Posters & Table toppers: Participants will receive check presenters/table toppers and window posters promoting Restaurant Week.

In-House Marketing Materials:

Email blast headers to send to customer base your specific Restaurant Week promotions.

Online workroom available to download Restaurant Week logos, templates, web banners and artwork to create other additional promotional materials.

Public Relations/Promotion:

Multiple Press Releases and Promotional Campaigns 3 months prior to events and continue heavily throughout Restaurant Week.



Window Posters and Tabletops

Restaurant Week PR STATISTICS:

PR valued at over 250,000 in PR & Media

Dine Out for a Year
Sweepstakes!

NEW Promotion added - Make sure your restaurant is part of this news worthy promotion!

To create additional buzz for February's Restaurant Week.

Win Dining Out for A Year!

One lucky person will win a years worth of dining (4 \$50 cards a month - \$2400 value)

Every time they dine, they have a new chance to win.

TESTIMONIALS AND TIPS

from September Week participants

We were absolutely unprepared for the demand, for the first time since 2007, we had an hour wait at lunch. Go figure. We are still getting higher counts at lunch now, I have to attribute it to Restaurant Week.

Cathy - Lucca Cafe

Orange County Restaurant Week was a complete success for Geisha House. Not only was it an amazing marketing opportunity for us but we saw a 40% increase in sales each day during Restaurant Week as well. The Orange County Restaurant Association did a tremendous job advertising Geisha House through its various marketing outlets such as e-blasts, emails, radio and print ads. Geisha House will definitely participate in the next OC Restaurant Week.

Adam Palmer - Geisha House

Our check average was lower, but great exposure, so it was worth it! We also sent out e-mails to our loyal guests and sent out to the nearby business buildings. Hype it up as much as possible and it will get a great response.

Randy Espinoza - 6ix Park Grille

Get involved early, don't be shy to put out a menu that isn't going to make you money, consider it when putting your advertising budget together.

Tom - Spark Woodfired Grill

We normally do 500-800 covers, for restaurant week we did 1000. We had an amazing offer but our check average was actually higher.

Romauld Crist - Culinary Adventures

Be ready and engineer all three courses so they don't hammer the kitchen. It really is a great promotion! Good ROI for sure. For best results... Don't get greedy!

Jim U - Bluewater Grill

Restaurants would be crazy not to do it when half of Orange County is.

Mark - Summit House

This is a great event as it stimulates restaurant dining as a whole and customers use this opportunity to check out different restaurants.

Bruno - Anahiem White House

We feel like we earned a shirt that says "We Survived Restaurant Week"

Lulu's Creperie

Orange County Restaurant Week Rules:

Participating restaurants MUST offer a special discounted three or more prix-fixe and/or Specialty menu everyday during Restaurant Week. A minimum of three selections per category are required and beverages are not required but may be added to incentivise the deal. Recommended price discounts are 25-50% off normal pricing. The better the discount, the better the customer response.

If you would like to add additional items to your prix fixe menu that are higher priced, you may add them with a supplemental charge. This is provided that there are still at least THREE non-supplemented choices on the menu. The amount and type of discount is at the discretion of the establishment, but a discount must be offered. All discounts must be approved by the OC Restaurant Association before being posted to the website.

Orange County Restaurant Week

Enjoy this specially priced three-course dinner for only 30.00
Choose one item from each section below

Starters

Gazpacho Soup
Fresh Tomatoes, Cucumbers and Onions. Seasoned with Garlic, Oregano and Olive Oil. Chilled and served with Avocado and Chives
Small Bowl 5.50 Large Bowl 6.75

Mixed Green Salad
Served with Choice of Dressing 7.95

Classic Caesar Salad
Romaine Hearts, Parmesan Cheese and Homemade Croutons 8.95

Caprese Salad
Vine Ripened Tomatoes and Mozzarella with Fresh Basil 8.95

Entrees

Sea Scallops with Grilled Asparagus
Five Pan Seared Sea Scallops with an Orange Fennel Beurre Blanc Sauce 24.95

Blackened Rib Eye Steak
12 oz. Angus Beef Aged 28 Days, served with Spinach Mashed Potatoes 25.95

Filet Mignon with a Blue Cheese Herb Crust
Petite Filet served with Spinach Mashed Potatoes and Bordelaise Sauce 27.95

Braised Lamb Shank with Roasted Garlic Sauce
Butternut Squash Mashed Potatoes and Sautéed Green Beans 19.95

Dessert

Seasonal Crème Brulee
A delicate Custard with a Caramelized Sugar Top.
Please ask your server about today's selection 8.00

Key Lime Pie
Tangy Lime Custard in Graham Cracker Crust
With a Raspberry Puree and Whipped Cream and Lime Zest 8.00

Fresh Baked Fruit Cobbler of the Day
With a Cinnamon Walnut Crumble served with Whipped Cream or Ice Cream.
Please ask your server about today's selection 8.00

Menu Sample

The Next Steps:

Go online to www.OrangeCountyRestaurantWeek.com/signup or mail in attached form



RESTAURANT WEEK REGISTRATION

Register to participate and upload menus at
www.OrangeCountyRestaurantWeek/signup

Restaurant Information:

Company: _____

Address: _____

Phone: _____

Website: _____

Sign Us Up!

Option 1 - Restaurant Week with Sweeptakes Promotional Trade

NEW \$600 Cash + \$200 Trade (\$4 - \$50 gift cards) = \$600* cash + \$200 trade

Option 2 - Just Restaurant Week - \$750 * = \$750* cash

_____ Additional Locations with same menu _____ X \$350 = _____

* Eligible for \$100 earlybird discount

Subtotal _____

Discounts

Earlybird Discount* - Save \$100 _____ X -\$100 = _____
 (Yes It's before December 10th)

OpenTable Member - Save \$50 (subject to verification) _____ X -\$50 = _____
 maximum discount \$150

* Payments due by December 19th for discount - NO EXCEPTIONS Discount total _____
 Menus due January 20th

Grand Total

Billing Information:

Name: _____ Title: _____

Email: _____ Ph: _____

Online Payment Mailing in a Check

Please make checks out to OC Restaurant Association

Mail form with check to: 26895 Aliso Creek Road Ste B678 • Aliso Viejo, CA 92656-5301

I agree to the Terms and Conditions (please read online)