# \\DAM\Common\CTTC CREATIVE SERVICES\LIBRARY\LOGOS & MARKS\_Corporate_Logo\Corporate_Logo\Corporate Logo - Preferred\VCA Color Logo_CMYK.eps \\DAM\Common\CTTC CREATIVE SERVICES\LIBRARY\LOGOS & MARKS\CA Restaurant Month (Brand Extension Marks)\CopyBox\Color\CARestaurantMonth_color.eps

CVB

LOGO

HERE

**2020 “Restaurant Week”**Participation Agreement

“2020 Restaurant Week” is a weeklong celebration of <your city’s> culinary culture, which takes place <insert dates> To participate in this year’s program, please submit your participation agreement by <insert date> to Contact Name, Contact Title & Company at email@address.com.

**Section A: Applicant Information**

|  |  |  |
| --- | --- | --- |
| **Company:** | |  |
| **Address:** | | |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | Street |  | | | | | | City |  | State |  | Zip |  | |
| **Project Lead:** | |  |
|  | |  |  |  |  | | --- | --- | --- | --- | | **Title:** |  | **Phone:** |  | | **Email:** |  | | | | |

**Section B: Social Media Profile**

|  |  |
| --- | --- |
| **Website:** |  |
| **Twitter:** |  |
| **Facebook:** |  |
| **Instagram:** |  |
| **Pinterest:** |  |

**Section C: PR Contact**

|  |  |
| --- | --- |
| **PR Contact:** |  |
|  | |  |  |  |  | | --- | --- | --- | --- | | **Title:** |  | **Phone:** |  | | **Email:** |  | | | |
| **Chef Name:** |  |
| **Chef Bio:** |  |

**Section D: Participation Agreement**

*As an official “2020 Restaurant Week” participant, I agree to:*

* Offer (a special menu/featured ingredient/etc) daily <date range> 2020.
* Promote restaurant week through social media, email, website, and in restaurant with collateral (check inserts, special menus, etc)
* Use official restaurant week logo on menus, website and wherever possible
* To train restaurant staff on the restaurant week special offer
* To track restaurant week covers using a dedicated button on POS system
* Participate in post-program survey and report restaurant week activity
* (1) $25 Gift cards for surprise and delight promotions on social media
* 2 comp meals for media/social influencers

<DMO name> will provide the following benefits:

* Restaurant inclusion on all 2020 Restaurant Week collateral, website
* Logo inclusion in paid print advertising
* Restaurant promotion in related social content
* Restaurant inclusion in all media pitches
* Print collateral (including rack cards, table tents, check inserts, etc)