



BREA RESTAURANT WEEK

SEPTEMBER 5 - 12, 2020

Dear Brea Restaurant Owner/Manager,

You are invited to participate in the first annual Brea Restaurant Week, scheduled for Saturday, September 5, 2020 to Saturday, September 12, 2020.

Brea Restaurant Week is an 8-day dining experience taking place at participating restaurants throughout Brea. During this week restaurants may offer anything from promotions to special menu items.

Deadlines for Participation

Friday, August 28, 2020: Submit participation form.
(information on how to submit is included in this packet)

Once your participation is confirmed, you will be listed on the event website,
<https://www.breachamber.com/brea-restaurant-week/>

Registration Instructions

Register by Friday, August 28, 2020

- 1) Email completed form to answers@breachamber.com
- 2) Mail completed form to:
Brea Chamber of Commerce
ATTN: Crystal Sayphraraj
1 Civic Center Circle, 2nd Floor
Brea, CA 92821

Menu Tips & Suggestions

In crafting your Restaurant Week-specific menu, think about the goals of the event:

- Introducing new restaurants and cuisines to local and visiting diners.
- Stimulating off-season business while providing a special value to the customer.
- Raising Brea's economic vitality and visibility as a dining destination.

We look forward to your participation. If you have any questions, please contact the Brea Chamber, at answers@breachamber.com or by phone at (714) 529-3660.

Benefits to your Restaurant

In addition to Restaurant Week's economic benefits, your business will enjoy certain marketing and media exposure benefits by participating.

Media Exposure

Online Promotion: Active online promotion from the Brea Chamber of Commerce through our main website.

Social Media: Facebook, Instagram, and local food blogs.

Email: Multiple announcements will go out to partners, restaurants, and media databases throughout Brea

Benefits

Restaurant week is a great way for businesses to draw in new customers, while also keeping existing customers satisfied and interested. However, many owners question if giving out a week of deals will actually help their operation or if the specials will eat up any potential profits. Here are a few reasons why joining Brea Restaurant Week is a good idea:

- 1) Although you may be offering your meals for reduced prices, restaurant week brings in more traffic than usual, which will make up for the lower dollar amount.
- 2) Restaurant week gives you a chance to impress customers with your food and service, and the experience may persuade some guests to come back and become repeat customers.
- 3) Taking part in restaurant week can boost your reputation as a high-quality and fashionable restaurant in your community.
- 4) Participating in your city's restaurant week can also help improve the local economy and build your city's reputation as a foodie destination, which will improve tourism.

2020 BREA RESTAURANT WEEK PARTICIPATION FORM

Restaurant Information

Restaurant Name: _____

Restaurant Address: _____

Restaurant Phone Number: _____

Online Information

Website URL: _____

Facebook URL: _____

Instagram URL: _____

Contact Information

Contact Name: _____

Title: _____

Email: _____

Phone: _____

Type of Promotion

It is HIGHLY recommended to create a special menu, drink pairings, or discounted deals during this week. The promotions and deals that you promote will entice more customers to your restaurant. Please attach your special menu with the forms sent via direct mail or email us your promotions along with this form.

Please review and sign attached contract on following page.

We are dedicated to making this event simple and accessible. In return, we ask for your cooperation. If you do not meet the terms of the guidelines outlined below, you will not be eligible to participate in this year's event. By signing below, you agree to comply with the following guidelines for participation:

Requirements – Before

1. Post Restaurant Week Flyer/Poster at your store **Initial Here** _____
 - FastSigns of Brea/Fullerton will offer a special discount during Restaurant Week
 - o 1133 S. Placentia Highway, Fullerton, CA 92831 | 714-257-0733
2. Post social media marketing graphics and flyers online to increase consumer participation for your restaurant **Initial Here** _____
3. Email a special Restaurant Week announcement to your e-mail subscribers by August 28 **Initial Here** _____

Requirements – During

1. Promote your Restaurant on Social Media and tag #brearestaurantweek
2. Complete Restaurant Week Participation Survey following the event

Name: _____

Signature: _____

Date: _____

Please return this form by Friday, August 28, 2020 by email at answers@breachamber.com or by mail to Brea Chamber of Commerce, 1 Civic Center Circle, 2nd Floor, Brea, CA 92821