


2021 Hellertown-Lower Saucon Winter Restaurant Week

We've taken feedback from you, our restaurants, and you've said the winter months are slow. To help increase foot traffic during these times and help the restaurant goers beat the Winter Blues, the Hellertown-Lower Saucon will host our annual Winter Restaurant Week. We're using the same SIMPLE format for you – **your cost commitment is \$30 (We have cut the cost down because of COVID-19, but have kept a price to help us pay for marketing & this is for BOTH Chamber Members and Nonmembers).** Your investment will be used to supplement our sponsorship money for event advertising expenses in *the Morning Call*, *Saucon Source*, *Boosted Social Media posts*, etc.

The purpose of a restaurant week is to offer a greatly enticing special for one week—to **boost your sales for that week, to encourage new customers to try your food, or to persuade returning customers to try something new and/or bring along their friends & family** to beat those winter blues but to SUPPORT YOU during these times. We understand that there is not a one size fits all model that fits during these uncertain times. Therefore, we are leaving it up to you to determine if you'd like to offer a fixed price dine-in menu, a fixed price takeout menu, a gift card deal, etc.

Your primary responsibility is to offer an enticing deal during January 17th – 23rd, 2021 and to also promote it on all your social media outlets. We do encourage you to have separate handouts of your special during the week so people can see them right up front. *We've already started promoting it on social media, in the Chamber's Connection magazine and at Light Up Night.*

If you're new to this concept, please read below to find out ***WHAT'S INVOLVED*** 

× Offer an enticing special (fixed price dine-in menu, fixed price takeout menu, gift card deal, etc.) for the ONE WEEK of the event

- ◆ Ideas for menus (YOU pick your price/offers based on your menu items):
 - ex) \$5 Breakfast – “pick from five specials”... includes coffee
 - ex) \$10 Lunch – includes your choice of a sandwich, cup of soup, dessert, and soda
 - ex) \$25 Dinner – choose one appetizer, entrée, and dessert from each list

× Have copies of your special printed & made available to customers during event

- **Please provide (3) Gift Cards for Radio Spot Giveaways promoting Restaurant Week**
 - On iHeart Radio Stations: WAEB, B-104, Chat with the Chamber (Tony Iannelli), Cat Country 96

× Promote YOUR Restaurant Week special in your establishment before and during the event

We will...

- ◆ Advertise in the Morning Call and if sponsorships allow, in local media outlets as well
- ◆ Promote local via posters and fliers, the borough website & Facebook, and media releases
- ◆ Post your menu on the Borough's Restaurant Week webpage

If we can count on you participating this year, please contact Lauren Bertucci at lauren@lehighvalleychamber.org. If you have any questions or concerns wondering how you can participate, please reach out. We want this to be as easy and comfortable for you and those supporting you. Again, you can offer takeout specials, gift card specials, reservations only, etc.

Thank you for your support of our efforts to drive people from across the Lehigh Valley to our communities and to your delicious place!

Sincerely,

Jessica O'Donnell EVP, Affiliated Chambers

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