


## Hellertown-Lower Saucon Winter Restaurant Week

We've taken in feedback from you, our restaurants and you've said the winter months are slow. We want to help increase foot traffic in these slower months and help the restaurant goers beat the Winter Blues with the Hellertown-Lower Saucon Winter Restaurant Week. We're using the same SIMPLE format for you – **your cost commitment as a Chamber Member is \$50; Future Member is \$100. (It has not increased from last year, or our Summer Restaurant Week.)** Your investment will be used to supplement our sponsorship money for event advertising expenses in *the Morning Call*, *Valley Voice*, *Saucon Source*, etc.

The purpose of a restaurant week is to offer a greatly enticing “special menu” 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.

**Your primary responsibility is to offer enticing, fixed price menu items during January 12<sup>th</sup> – 18<sup>th</sup> 2020** and to also promote it on all your social media outlets. We do encourage you to have separate menus to handout during the week so people see the specials 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 a fixed price menu for the ONE WEEK of the event featuring “enticing” specials**

- ◆ Ideas for menus (YOU pick your price/offerings 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 menu printed & made available to customers during event**

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

**✖ Promote YOUR Restaurant Week Menu 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 Kylie Adams at 484-548-4090 or [kyliea@lehighvalleychamber.org](mailto:kyliea@lehighvalleychamber.org).

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

Sincerely,

Jessica O'Donnell EVP, Affiliated Chambers

(e) [jessicao@lehighvalleychamber.org](mailto:jessicao@lehighvalleychamber.org)  
(p) 610-573-4010