

Hellertown-Lower Saucon Winter Restaurant Week ... Sunday January 17th – 23rd 2021

SPONSORSHIP OPPORTUNITIES

- *Restaurant Week is back for the winter months to drive people into our area so we can showcase our businesses! Restaurant Week's goal was to demonstrate the diversity of dining experiences offered in the Hellertown/Lower Saucon community. For restaurant goers, this is an opportunity to beat the winter blues and enjoy the fine dining of our businesses.*
- *The intention remains twofold: 1. For restaurants, it is a week during a relatively slow time of year to boost their sales and both encourage new customers to experience their food and persuade returning customers to bring their friends/family - by offering fixed menus with special prices. 2. For the H/LS business community, it is a chance for visitors to be exposed to the downtown and surrounding shopping district – an opportunity for visitors to experience the Hellertown & Lower Saucon communities but also to support our local businesses during these challenging times.*

Advertising and Promotional Avenues for the Event have included / may include the following:

- Billboard Advertising – Through Adam's Outdoor Advertising
- Print Advertising – Morning Call (Thursday Go Guide and Sunday Paper), the Valley Voice
- Online Advertising - Morning Call (varied cube/banner ads), Saucon Source
- Borough of Hellertown's Restaurant Week Page – which will include the menus for viewing
- Social Media – the Borough of Hellertown's Page, Lower Saucon Township's Page and the Hellertown-Lower Saucon Facebook Page
- Greater Lehigh Valley Chamber's Print Newsletter (mailed to 7,000 members) – ad and mention in monthly article written by the Hellertown/Lower Saucon Chamber President
- Event Poster distributed to participating restaurants and high pedestrian areas in town
- Fliers distributed at community events and the farmers market - leading up to Restaurant Week; this year will include distribution at nearby regional Chamber events as well
- Media Mentions – varies from year to year but have included the Morning Call, Bethlehem Press, Express Times, Penny Power and Saucon Source

SPONSORSHIP LEVELS (please commit by the end of December)

***Checks should be made Payable to "GLVCC"

☐ GOLD SPONSORSHIP \$500

- Your Logo on all promotional Materials for Restaurant Week - referencing you as the PRIMARY SPONSOR
- Your logo prominent on all Restaurant Week posters / fliers and print advertisements – recognized as the GOLD SPONSOR
- Mention of you as the GOLD SPONSOR in the media release and any outgoing content with a written description
- At least, but not limited to (5) Tags on Social Media linking to your page.
- Email Blast with your logo naming you as the Gold Sponsor, linking to your website or Facebook Page.

☐ SILVER SPONSORSHIP \$300

- Your logo on all Restaurant Week posters / fliers and print advertisements
- Mention of your sponsorship in the media release and any outgoing content with a written description
- At least, but not limited to (3) Tags on Social Media linking to your page.
- Email Blast with your naming you as the Silver Sponsor linking to your website or Facebook Page.

☐ BRONZE SPONSORSHIP \$200

- Your logo on all Restaurant Week posters / fliers and print advertisements
- Mention of your sponsorship in the media release and any outgoing content with a written description
- At least, but not limited to (2) Tags on Social Media linking to your page.
- Email Blast with your name mentioned as the Bronze Sponsor.

☐ SUPPORTING SPONSORSHIP \$125

- Your Business Name on all Restaurant Week posters / fliers and print advertisements
- At least, but not limited to (1) Tag on Social Media linking to your page.

☐ DINING SPONSORSHIP \$75

- At least, but not limited to (2) Tag on Social Media linking to your page.

****The prices that appear above are Chamber Member Rates. If you are interested in sponsoring and are not a member. Please contact us for more information.***

For more information on how you can get involved, please contact Jessica O'Donnell
at jessicao@lehighvalleychamber.org | 610-573-4010.