



## Dear Restaurateur

We would like to invite you to participate in our 3rd Annual Flagler Restaurant Week (FRW)! FRW is a three-week event from September 8 - 29, designed to showcase eateries throughout Flagler County.

The event will introduce new customers to our local restaurants and build regional awareness of Flagler County as a dining and leisure destination.

Participating restaurants offer special menu options at discounted prices for three weeks and provide tastings at the FRW kick-off party at Marineland Dolphin Adventure on Thursday, September 8, 2016.

Don't miss out on this great opportunity to promote your restaurant. If you would like to participate, please fill out the Participation Agreement and return it to the Flagler County Chamber of Commerce. For more information, please contact me at (386) 206-0955 or email [jaclyn@flaglerchamber.org](mailto:jaclyn@flaglerchamber.org).

**SINCERELY,  
JACLYN MIKLOS  
DIRECTOR OF EVENTS AND MARKETING**



**WWW.FLAGLERCHAMBER.ORG  
20 AIRPORT RD STE C  
PALM COAST, FL 32164**



# Flagler Restaurant Week FAQ

## What is Flagler Restaurant Week?

Flagler Restaurant Week provides local food aficionados and regional visitors an opportunity to experience special dishes and discover new favorite restaurants throughout our county.

## Why should my restaurant participate?

1. Flagler County has become a culinary destination.
2. Benefit from marketing and PR efforts promoting Flagler's chefs and restaurants.
3. Opportunity to highlight your chef's specialty dishes and seasonal offerings.
4. Partnership with the Chamber and the Tourism Development Council in marketing campaigns.
5. Kickoff sampling event for more than 400 people in the community.

## How does a guest take part in Flagler Restaurant Week?

Diners simply visit participating restaurants during the three weeks to enjoy specialty menu items. When they dine at a FRW restaurant, they will receive a complimentary Flagler Dining Passport to have stamped at every participating restaurant. The more the stamps they receive, the better their chances of winning daily prizes and being crowned with the coveted #flaglerfoodie award.

## What kind of menu items does a restaurant need to offer?

The minimum requirement is one speciality menu item that is available at all times during September 8 - 29. Participants may order anything off your menu to have the Flagler Dining Passport stamped. We encourage restaurants to offer specialty dishes and seasonal offerings to showcase your restaurant's favorite items! We will take photos of these items to feature on social media and in advertisements.

## What is the kick-off tasting party?

The kick-off tasting party will be Thursday, September 8, from 5:30 PM - 7:30 PM. All participating restaurants must attend the kick-off party and are required to provide tastes for 200 attendees and a gift card for raffle drawings. Restaurants must provide their own set-up materials at the event. (table, linens, chairs, utensils, plates, menus, etc.)

## How will my restaurant be promoted?

1. All participating restaurants will be listed on the FRW website ([www.flaglerrestaurantweek.com](http://www.flaglerrestaurantweek.com)) along with your logo, phone number, physical address, FRW menu special and direct link to your website.
2. Your restaurant will be listed on the FRW passport that will be handed out to residents, restaurant patrons, our lodging partners, member businesses and to visitors of the Flagler County Chamber.
3. Your restaurant will be included in public relations activities including news releases, human interest stories and pitches to targeted media.
4. Your restaurant may be included in additional event promotion efforts, such as advertising placement in local and regional media outlets (includes print, radio, television and online opportunities), and e-mail blasts to visitor and chamber distribution lists.



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# Flagler Restaurant Week Participation Agreement

Name of Restaurant: \_\_\_\_\_  
Restaurant Address: \_\_\_\_\_  
Restaurant Phone: \_\_\_\_\_ Restaurant Website: \_\_\_\_\_  
Primary Contact: \_\_\_\_\_ Contact Email: \_\_\_\_\_

## Flagler Restaurant Week participants must acknowledge the following:

- Agree to participate in Flagler Restaurant Week September 8 – 29, 2016.
- Pay the participation fee of either \$100 for chamber members or \$250 for non-members.
- Agree to offer a minimum of one discounted meal or special during the three week event.
- Agree that one staff person will attend one planning meeting at the chamber prior to the event.
- Agree to post a FRW sign in your restaurant window, display FRW table tents on your tables, and give all diners the FRW dining passport.
- Agree to send the Flagler County Chamber of Commerce your logo, specialty menu item with description and cost, and provide one gift card for prizes by **August 1**.
- Agree to participate in the kick-off tasting party on September 8 and provide 200 sampling from your restaurant.

## Restaurant Benefits:

FRW Website: Each restaurant will be featured on the Chamber's Flagler Restaurant Week website.

- Restaurant Listing (phone, address, menu, web link)
- Restaurant Logo
- Map Link

TV Commercials: More than 200 commercials will air on Bright House Networks for a three-week period with your logo.

Radio Ads: More than 100 radio Ads for the event reaching over 70,000 listeners.

## Print Ads for the event:

- Money Pages - 84,000 homes
- Palm Coast & Ormond Beach Observer- 30,000 homes
- Daytona Beach News-Journal - 24,000 homes
- Flagler Magazine - 40,000 readership
- Pelican Post Magazine - 5,300 homes

## DEADLINE - July 7:

1. Please be advised that we cannot add your business to ANY collateral or our website without a registration form complete WITH PAYMENT.
2. Mail your completed registration form and check payable to: Flagler County Chamber of Commerce, 20 Airport Road, Suite C, Palm Coast, FL 32164 or call with a credit card number.
3. Email your restaurant logo, address, phone number and FRW special to [Jaclyn@flaglerchamber.org](mailto:Jaclyn@flaglerchamber.org).



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