

NORTH FLORIDA



RESTAURANT WEEK

# RESTAURANT SPONSOR GUIDE 2021

August 2nd-16th 2021

# WHAT IS RESTAURANT WEEK?



North Florida Restaurant Week is a dynamic marketing initiative led by Gumbs Media Group on behalf of the North Florida restaurant community. Our aim is to promote the scale and variety of our many cuisines to local patrons as well as visitors to our area. North Florida Restaurant Week seeks to position North Florida as a top restaurant destination and build awareness, traffic and revenue for restaurants throughout Greater North Florida.

the First Coast. The event offers a unique opportunity to display the area's culinary talent. This is the perfect way of spotlighting the First Coast as a premier dining destination while showcasing your restaurant to prospective diners.

North Florida Restaurant Week presented by Restaurant and Menu Review magazine will become one of the First Coast's marquis events like similar events in New York, London, Paris, Miami, Orlando, LA and other major cities around the world. Our dining program features specially priced lunches and dinners at more than 100 restaurants in North Florida.

Visitors and locals can feast on incredible three-course dinners from \$15, \$20, \$30 or \$40+ (excluding drinks, tax and gratuities) Many participating restaurants also offer lunch for a flat \$15, \$20, \$30 or \$40+ (excluding drinks, tax and gratuities).

Each participating restaurant provides an appetizer, entree and dessert at a fixed price averaging a 25-60 percent discount from the regular value.



# The Beginning...

North Florida Restaurant Week is a bi-annual event in the Spring and Fall and offers an exceptional marketing platform for participating restaurants.

The event is designed to increase restaurant visits through a comprehensive promotional and advertising campaign that will include television, print, outdoor, on-line and radio. The awareness and exposure is further reinforced by an extensive PR campaign.



# OVERVIEW

**WHEN:** August 2nd-16th 2021

**TIME:** Lunch & Dinner Hours

**PLACE:** Restaurants throughout North Florida  
(Duval, Clay, Baker, Nassau, St Johns, Flagler & Putnam Counties)

**COST TO DINERS:**

Lunch Menu \$15, \$20, \$30 or \$40+  
Dinner Menu \$15, \$20, \$30 or \$40+

**TARGET AUDIENCE:**

ALL Diners

**RESTAURANT PACKAGES:**

Package A \$400 Valued @ \$1,500

Package B \$600 Valued @ \$2,500

Package C \$800 Valued @ \$3,500

Package D \$975 Valued @ \$4,500

\*per restaurant plus FOUR \$50.00 gift cards \$250 for additional locations plus (4) \$50.00 gift cards

**RESTAURANT BENEFITS:**

Participants receive a promotional package valued at up to \$4,500+.

## **The package includes:**

- Chef profile with image on website as well as profile of dining area and images of food
- Full page ad on the North Florida Restaurant Week website
- Ad in the Restaurant & Menu Review digital edition
- A \$2,500 display ad in Restaurant & Menu Review print edition (circulation 125,000)
- A 30sec commercial on Restaurant & Menu Review TV, our weekly TV show for and about restaurants.
- Listing in our web directory with your logo, address with link to Google maps, phone number, and a direct link to your website.
- Honorable mentions on Social Media pages:  
(Facebook - Twitter - Instagram - YouTube - etc.)

Additionally, you will receive coverage on our other sister sites, plus residual coverage in the multiple venues where the event is promoted. (Radio, TV, Magazines, Newspapers, Posters, Outdoor, Online, Social Media etc)

## **Also, you will have:**

- An opportunity to promote your restaurant's signature dishes
- An opportunity to attract new patrons during the event
- An opportunity to thank existing patrons for their past patronage

## **CONTACT:**

904-683-0918 - Office

904-235-4799 - Cell

info@northfloridarestaurantweek.com

# PACKAGE DETAILS

## **PACKAGE “A”**

*INVESTMENT: \$400*

*VALUE: \$1,500*

The package includes:

- Full page ad on the North Florida Restaurant Week website with Chef profile with image as well as profile of dining area and images of food.
- 1/12 page ad in the Restaurant & Menu Review digital edition
- Listing in our web directory with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on all Social Media pages

## **PACKAGE “B”**

*INVESTMENT: \$600*

*VALUE: \$2,500*

The package includes:

- Full page ad on the North Florida Restaurant Week website with Chef profile with image as well as profile of dining area and images of food.
- 1/6 page ad in the Restaurant & Menu Review digital edition
- A \$1,000 display ad in Restaurant & Menu Review print edition (circulation 125,000)
- Listing in our web directory with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on all Social Media pages

## **PACKAGE “C”**

*INVESTMENT: \$800*

*VALUE: \$3,500*

The package includes:

- Full page ad on the North Florida Restaurant Week website with Chef profile with image as well as profile of dining area and images of food.
- Ad in the Restaurant & Menu Review digital edition
- A \$1,500 display ad in Restaurant & Menu Review print edition (circulation 125,000)
- Listing in our web directory with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on all Social Media pages



## **PACKAGE “D”**

*INVESTMENT: \$975*

*VALUE: \$4,500*

The package includes:

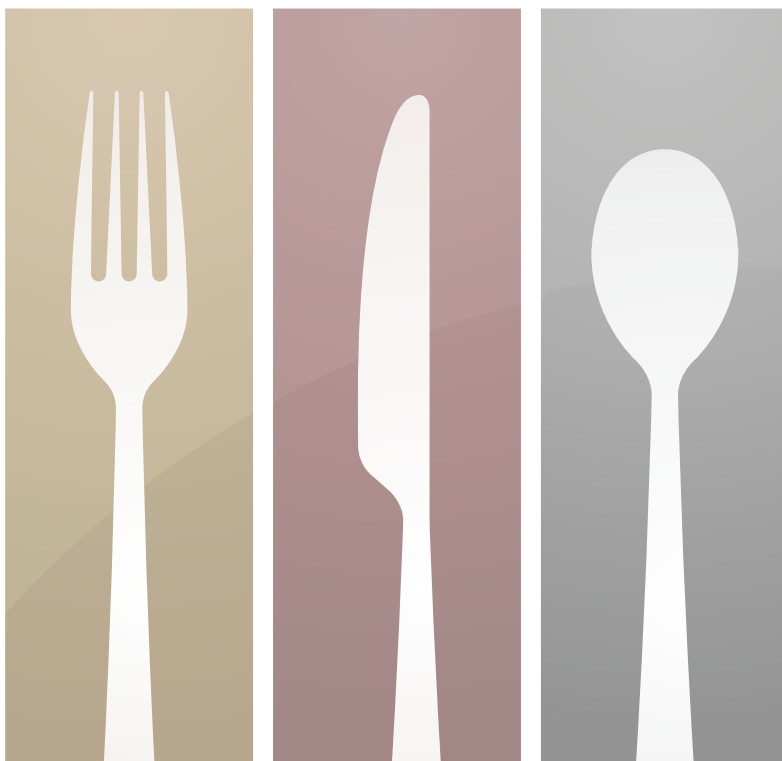
- Full page ad on the North Florida Restaurant Week website with Chef profile with image as well as profile of dining area and images of food.
- Ad in the Restaurant & Menu Review digital edition
- A \$2,000 display ad in Restaurant & Menu Review print edition (circulation 125,000)
- Listing in our web directory with your logo, address with link to Google maps, phone number, and a direct link to your home website.
- Honorable mentions on all Social Media pages

\*Per restaurant plus FOUR \$50.00 gift cards. \$250 for additional locations plus FOUR \$50.00 gift cards. Additionally, you will receive coverage on our other sister sites, plus residual coverage in the multiple venues where the event is promoted. (Radio, TV, Magazines, Newspapers, Posters, Outdoor, Online, Facebook, Twitter and more)

Also, you will have:

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Event organized by Gumbs Media Group, Inc.

For Advertising or Information on being a vendor at one of our next events go to our website [www.gumbsmediagroup.com](http://www.gumbsmediagroup.com) or call us at 904-683-0918