Dear Big Bear Restaurants, Bars, Delis and Coffee Shops,

Big Bear Restaurant Week returns **April 5–12**, and we'd love to feature your restaurant!

This is a joint Big Bear Chamber + Visit Big Bear promotion with valley-wide marketing designed to drive both local and visitor dining.

To keep participation easy this year, each restaurant submits **ONE Restaurant Week feature** and runs it during the days/hours you choose.

PARTICIPATION FORMAT

OPTION A — A value-forward offer that's easy to understand and redeem, such as:

- Lunch combo (entree + drink)
- Free soup or salad with entree
- BOGO 50% entree
- Free Appetizer or dessert with 2 entrees
- Kids eat free with adult entree

OPTION B — A signature or special menu item that feels elevated, *limited-time*, and photo-worthy—your "Restaurant Week signature." Examples:

- Restaurant Week signature dish
- Chef's Specialty Item
- Special Pairing
- Sampler platter or tasting board

REDEMPTION RULES

No codes or coupons — guests simply order the feature during your listed hours.

- Automatically honored when ordered
- No "secret wording" required
- You may set day/time limits — just list them
- Dine-in or takeout limits are OK
- Staff mention + table signage recommended

PROMOTION YOU RECEIVE

Participating restaurants will be included in a coordinated Restaurant Week campaign including:

- Promotion across Visit Big Bear channels (social + email reach)
- A dedicated BigBear.com landing page listing all participating restaurants and their specials.
- PR outreach and visibility targets across regional outlets and dining platforms
- Additional campaign assets such as ads and promotional videos (as applicable)
- Creator/influencer support components to amplify participating restaurants (as applicable)
- Dedicated email blasts promoting participating restaurants
- Event mention in local media (as applicable)

WHAT WE NEED FROM YOU

Please reply by March 6 with the following:

- Business Logo, plus 1-3 photos (food and/or restaurant)

Your Restaurant Feature + Price: _____

Days: _____

Hours: _____

Dine-in / Takeout / Both: _____

Contact Name & email _____

Website _____ Social Links _____

Have Questions? Call Nicole at (909) 866-4607 or email office@bigbearchamber.comber.com

Sincerely,