

# BOCA RESTAURANT MONTH 2019

SEPTEMBER 2019

Dear Restaurateur,

We would like to invite you to be a part of the third annual Boca Restaurant Month! This event is a month-long restaurant promotion of Boca Raton's incredible array of culinary experiences.

We are thrilled to welcome new and repeat restaurants in 2019. Restaurant Month is open to all restaurants within the Greater Boca Raton area. Thirty-six restaurants participated in 2018 and we expect that number to grow!

Participating restaurants will offer three course meals featuring signature dishes at reduced prices; Lunch : \$21.00 - \$25.00 & Dinner: \$36.00 - \$40.00. Restaurants do not need to follow a specific theme for their culinary dishes.

This event will take place from September 1 - September 30. Boca Restaurant Month is an initiative of the Boca Chamber's Tourism Committee, in an effort to encourage locals to dine out and experience all of Boca's culinary community and what they have to offer, during a traditionally slow time period to create media buzz.

We are excited each year to see the impact Boca Restaurant Month has on our beautiful community and with your help, this event will put Boca on the map as one of the best food festivals in the county!

If you would like to participate, please fill out the application form on the next page! We are looking forward to having you as a part of Boca Restaurant Month.

## MARKETING OPPORTUNITIES

- Boca Magazine/Exclusive Magazine Partner  
Logo featured in advertisements and email marketing campaigns through Boca Magazine September edition as well as through social media, blog posts and banner advertisements.
- Open Table  
Logo and link featured on Open Table promotion page and three email marketing campaigns to data base as well as through social media posts.
- Boca Chamber of Commerce  
Logo and links for restaurants featured on Boca Chamber landing page for Boca Restaurant Month as well as continuous promotion through social media and email marketing.
- City of Boca Raton  
Logo featured on Downtown Boca's website, eNewsletter, social media accounts and Federal Highway street banners.

# BOCA RESTAURANT MONTH 2019



## 2019 Restaurant Registration

Boca Restaurant Month is a month-long restaurant promotion of Boca Raton's incredible array of culinary experiences. During a traditionally slow time, take advantage of joining this celebration to get the community out to your restaurant. Thank you for your participation!

RESTAURANT NAME		
CONTACT NAME		
ADDRESS		
CITY	STATE	ZIP CODE
TELEPHONE		
EMAIL		
CHEF NAME		

EACH RESTAURANT WILL CREATE THREE -COURSE PREFIX MENUS FOR LUNCH AND DINNER, OR JUST DINNER. THESE MENU SELECTIONS WILL BE AVAILABLE FOR THE MONTH OF SEPTEMBER.

### WE WILL OFFER:

<input type="checkbox"/> Three Course Prefix Lunch Menu   \$21.00 - \$25.00 (Please list menu and prices below or attach)
<input type="checkbox"/> Three Course Prefix Dinner Menu   \$36.00 - \$40.00 (Please list menu and prices below or attach)

**PAYMENT:**  Credit Card  American Express  Mastercard  Visa  I registered on Boca Chamber website  Check

CC NUMBER:
EXPIRATION DATE:
SECURITY CODE:

Please make checks payable to:  
**Boca Raton Chamber of  
Commerce**

You may mail your check in to:  
**1800 N. Dixie Highway,  
Boca Raton, FL 33432**

Please email completed application to [spearson@bocachamber.com](mailto:spearson@bocachamber.com) or call Sarah at 561-395-4433 ext. 238.

**What?**

Boca Restaurant Month is a month-long restaurant promotion of Boca Raton's incredible array of culinary experiences.

Participating restaurants offer 3 course meals featuring signature dishes at reduced prices; Lunch: \$21.00 - \$25.00 & Dinner: \$36.00 - \$40.00. Restaurants are not required to follow a specific theme.

**Why Participate?**

During a traditionally slow time, take advantage of joining this celebration to get the community out to your restaurant. Restaurant Month has created a media buzz that will surely drive consumers to dine at your establishment. Partners include: OpenTable, Boca Magazine, the City of Boca Raton, Town Center at Boca Raton, Downtown Boca, Discover the Palm Beaches and Boca Center.

**When?**

Annually from September 1 – 30

**What?**

Boca Restaurant Month is an initiative of the Boca Raton Chamber of Commerce's Tourism Committee. It was created as an effort to encourage locals to dine out and experience all Boca's culinary community has to offer, during a traditionally slow time period.

**Target Customers?**

Residents from Ft Lauderdale to West Palm Beach.  
Hotel guests

**Where?**

Any Boca Raton restaurant within city limits as well as the Greater Boca Raton area.

## **Logos**

Boca Chamber & City logo on all printed, online media and street banners. Restaurant logos on all online media, Boca Magazine ad.

## **How to become a Boca Restaurant Month Participant**

### **Step 1.**

- Create three – 3 course prefixed dinner menus priced between \$36.00 - \$40.00. This does not include tax or gratuity
- If applicable:
- Create three – 3 course prefixed lunch menus priced between \$21.00 - \$25.00. This does not include tax or gratuity

### **Step 2.**

Complete the application form, submit payment, logo and a gift certificate for 2 to be utilized to promote Restaurant Month.

**Cost?** \$300.00 per restaurant

## **Marketing**

### ***Boca Magazine/Exclusive Magazine Partner***

- A full page ad will run in the September edition that will include participating restaurant logos
- Email to go out last week of August to 5,000 opt in database
- Featured in social media & blog posts
- Banner ad

### ***Open Table***

- A promotion page will be launched – logos & links of participating restaurants
- 3 email blasts to Open Table data base for the Boca area
- Featured in Open Table social media
- We encourage restaurants to enroll with Open Table for maximum exposure

### ***Boca Raton Chamber***

- Landing page on Chamber website with participating restaurants links
- Continuous email and social media marketing

### ***City of Boca Raton***

- Downtown Boca's website
- eNewsletter
- social media
- Federal Highway street banners

**Public Relations**

Cooking segments from participating restaurants promoting Boca Restaurant Month will be pitched to local TV stations.

**For a successful Restaurant Month.** Restaurants are encouraged to:

- Utilize the table tent and email template provided to promote
- Promote their restaurant month menus through their own social media and marketing channels
- To join Open Table

**Deadline to participate:** June 30, 2019