



Dear Placentia Restaurant Owner/Manager,

You're invited to participate in our first-ever Placentia Restaurant Week, scheduled for November 2-8, 2020.

Now, more than ever, our restaurants need the extra exposure now that we have decided not to host The Taste of Placentia this year.

If you have any questions, please contact us, at info@placentiachamber.com or by phone at (714) 528-1873.

Deadlines for Participation

Friday October 23rd, 2020: Submit participation form and information on how to submit is included in this packet.

Participation forms received after the deadline will be placed on a wait-list.

Registration Instructions

Register by Friday, October 23, 2020

1) Email completed form to info@placentiachamber.com

2) Mail completed form to:
Placentia Chamber of Commerce
117 N. Main Street
Placentia, CA 92870

3) Or register online:
www.placentiarestaurantweek.com

Menu Tips & Suggestions

In crafting your Restaurant Week-specific menu, think about the goals of the event:

- ♦ Introducing new restaurants and cuisines to local and visiting diners.
- ♦ Stimulating off-season business while providing a special value to the customer.
- ♦ Raising Placentia's economic vitality and visibility as a dining destination.



Benefits to your Restaurant

In addition to Restaurant Week's economic benefits, your business will enjoy certain marketing and media exposure benefits by participating.

Media Exposure

Print Publications: Highly visible window posters, newsletters, and regional magazines.

Online Promotion: Active online promotion from the City of Placentia and the Placentia Chamber of Commerce

Social Media: Facebook, Instagram, and local food blogs.

Email: Multiple announcements will go out to partner, restaurant, and media databases throughout Yorba Linda

Benefits

Restaurant week is a great way for businesses to draw in new customers, while also keeping existing customers satisfied and interested.

However, many owners question if giving out a week of deals will actually help their operation or if the specials will eat up any potential profits.

Here are a few reasons why joining your city's or region's restaurant week is a good idea:

- 1) Although you may be offering your meals for reduced prices, restaurant week brings in more traffic than usual, which will make up for the lower dollar amount.
- 2) Restaurant week gives you a chance to impress customers with your food and service, and the experience may persuade some guests to come back and become repeat customers.
- 3) Taking part in restaurant week can boost your reputation as a high-quality and fashionable restaurant in your community.
- 4) Participating in your city's restaurant week can also help improve the local economy and build your city's reputation as a foodie destination, which will improve tourism.



2020 PLACENCIA RESTAURANT WEEK PARTICIPATION FORM

Restaurant Information

Restaurant Name: _____

Restaurant Address: _____

Restaurant Phone Number: _____

Online Information

Website URL: _____

Contact Information

Contact Name: _____

Title: _____

Email: _____

Phone: _____

Type of Promotion

It is HIGHLY recommended to create a special menu, drink pairings, or discounted deals during this week, but it is not a requirement. The promotions and deals that you can promote will entice more customers to your restaurant and set you apart from the other participating restaurants. Please attach your special menu with the forms or email us your promotions along with this form.

Restaurants who do not have a special offering during this week will be listed on the bottom of our participating restaurant week page and be linked directly to their website.

Please review and sign attached contract on following page.



2020 PLACENTIA RESTAURANT WEEK PARTICIPATION FORM

We are dedicated to making this event simple and accessible. In return, we ask for your cooperation. If you do not meet the terms of the guidelines outlined below, you will not be eligible to participate in this year's event. By signing below, you agree to comply with the following guidelines for participation:

Requirements - Before

Friday, October 23rd

- ◆ Sign the participation form and return in one of two ways, or sign up online:
 - Complete and email to info@placentiachamber.com, or
 - Mail to Placentia Chamber of Commerce
 - 117 N. Main Street
 - Placentia, CA 92870

Starting Wednesday, October 12th

- ◆ Begin displaying Restaurant Week Posters (you will be provided with these) in visible areas.
- ◆ Distribute Restaurant Week advertising (postcards, flyers, graphics) to guests to inform them about the upcoming event.
- ◆ Email a special Restaurant Week announcement to your e-mail subscribers

Requirements - During

1. Complete Restaurant Week Participation Survey following the event.
2. Promote your Restaurant on Social Media and tag #placentiarestantweek.

Name: _____

Signature: _____ Date: _____

Please return this form by October 23, 2020 by email at info@placentiachamber.com or by mail to Placentia Chamber of Commerce 117 N. Main Street, Placentia, CA 92870