

We Catch, You Serve!
TEXAS GULF SHRIMP



Restaurant Rescue Initiative

RESTAURANT PARTNERSHIP PROMOTION



We Catch, You Serve! TEXAS GULF SHRIMP!

PURPOSE:

The Texas Shrimp Association (TSA) is launching a new '**Restaurant Rescue Initiative**' which is designed to promote Texas restaurants that buy and serve Texas Gulf shrimp. This is our way of saying 'Thank You' to our culinary seafood friends for **Keeping Proud Texans Afloat!**

HOW IT WORKS:

TSA has several active social media platforms and we invite you to take advantage of this offer. We've partnered up with several organizations who've agreed to assist with our initiative by sharing our posts – creating a huge social media platform with more than 250,000 followers (and growing). A few of our partners are (Go Texan, Wild American Shrimp, etc.). To further enhance your social media exposure, we kindly ask you to donate a couple of gift cards (2/\$25.00) that we can send to the "winners" of an interactive post pertaining to your restaurant.

TSA WOULD:

- Promote restaurants who consistently serve Wild Caught Texas Gulf Shrimp
- Restaurant must use Wild Caught Texas Gulf Shrimp in at least one (1) dish
- Create a custom restaurant profile that includes your logo, photographs and menu on our webpage/social media page
- Engage consumers by posting some form of contest or trivia question about your restaurant, offering the gift cards you provided
- Enhance our webpage, directing consumers to view the page illustrating participating restaurants who serve wild caught shrimp
- Our ultimate goal is to create a professional booklet comprised of restaurants, serving wild caught American shrimp. Consumers can pick up at a variety of locations.



PARTICIPATION LEVELS

TSA'S PARTICIPATING RESTAURANTS WILL RECEIVE:

- Social media posts, with more than **250,000+ followers..**
- Your business listed and endorsed by the Texas Shrimp Association.
- Obtain new customers by advertising unique information about your restaurant (specials, wine tastings, etc.).
- Direct access to GO TEXAN's marketing program and free Gulf Shrimp marketing tools

LEVEL ONE: FREE

- All benefits listed above
- One social media post per month for **THREE (3) months**
- No less than two (2) gift cards donated to TSA used to market your restaurant

LEVEL TWO - \$100:

- All benefits listed above
- One(1) social media post per week for **THREE (3) months**
- No less than two (2) gift cards donated to TSA used to market your restaurant

LEVEL THREE - \$250:

- All benefits listed above
 - One (1) social media post per week for **SIX (6) months**
 - Marketing material including, table tents, kid friendly place mats with crayons, etc. (see photo)
 - A framed certificate illustrating your restaurant, endorsed by TSA, proudly serves Wild Caught Gulf Shrimp – an American product
 - No less than two (2) gift cards donated to TSA used to market your restaurant
 - Educational staff training (topics to include):
 - * A brief overview explaining how shrimp ends up on your plate from the oven floor.
 - * Sustainable statistics: Do we kill turtles? Are we sustainable?
- "The Texas gulf shrimping industry:one of the most sustainable fisheries in the world"**

SOCIAL MEDIA SUGGESTED FORMATS:

Basic Information needed:

- Logo
- Restaurant - basic information
- Link to webpage/menu
- Picture of restaurant, owner, staff, dish, etc.
- Written Interview with owner, staff, etc.
- Tell us about your restaurant
- Why do you choose to serve gulf shrimp?
- Maybe something interesting about you and or your restaurant

Video needed:

- Tell us about your restaurant (Possibly talk about a specific dish
- Possibly discuss why you serve gulf shrimp. Maybe state that you only use the finest produce – locally sourced, etc.
- Our social media partners will not share your post if context is inappropriate or bias against another establishment

You are welcome to change the context at any time



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