



# BE A PART OF THE WEEK

RESTAURANT RECRUITMENT 2019

November 1-10  
10 DAYS  
*of Delectable Dining*

# Savor the Dates

## 2019 DINE AROUND THE LAKES

# NOVEMBER 1-10

## 10 DAYS OF DELECTABLE DINING

Dine Around the Lakes is the most edible time of the year! Making its 6<sup>th</sup> annual return this fall, Dine Around the Lakes will send diners on a 10-day tasting tour throughout Walworth County. Eateries offer a prix fixe lunch for \$10 or \$15 and / or dinner for \$20 or \$30, giving locals and visitors the chance to feed their inner foodie and finally try that restaurant on their wish list.

Participating restaurants are not only known for their exceptional cuisine, they also spare no expense to give diners an extraordinary culinary experience. Dine Around the Lakes is organized by the Walworth County Visitors Bureau, and is supported by participating restaurants and sponsors.

### DID YOU KNOW:

The average participating restaurant sees a 20% increase in overall sales

### RESTAURANT WEEK ALUMNI

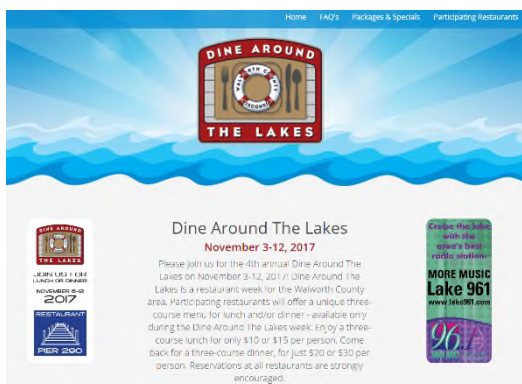
By participating in Dine Around the Lakes, you are joining an esteemed group of well-respected, trusted brands throughout Walworth County.

Frontier Restaurant - Lake Lawn Resort • The Waterfront - The Abbey Resort  
240° West - The Abbey Resort • PIER 290 • Hunt Club Steakhouse • Red Geranium  
Ristorante Brissago - Grand Geneva Resort • The Geneva Inn Restaurant • Casual Joe's  
The Black Sheep • Hawk's View Golf Club • Royal Oak Farm Kitchen • The Trout House  
The Boat House Bar & Grill • Café Calamari • Crafted Americana - The Ridge Hotel • Gino's East  
Harpoon Willie's Pub & Eatery • **Your Restaurant Here** • Ye Olde Hotel Historic Bar & Restaurant



Walworth County Visitors Bureau • [DineAroundTheLakes.com](http://DineAroundTheLakes.com) • 262.728.6000





Facebook Likes: 7,213



Twitter Followers: 2,145



Instagram Followers: 1,169



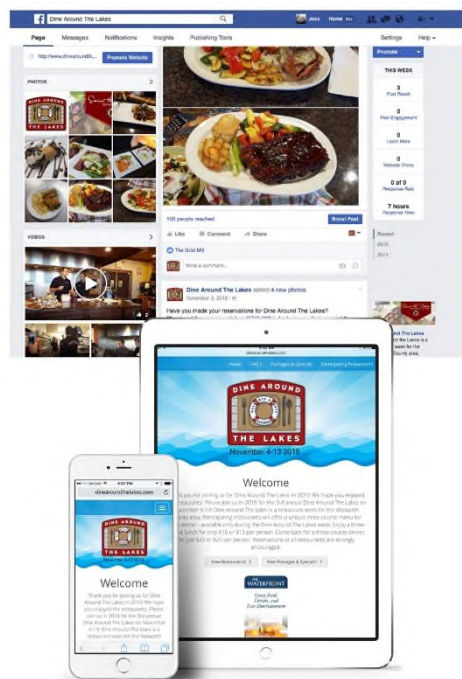
Pinterest Followers: 386



Email Subscribers: 8,951



Blog



## DINE AROUND THE LAKES PROMOTION

Successful marketing of the Dine Around the Lakes restaurant week is funded through restaurant participation fees and sponsorship. The Walworth County Visitors Bureau will promote the event to both local and Chicago markets. To further encourage out of town guests to participate, several lodging properties will be offering exclusive, discounted Dine Around the Lakes overnight rates.

## DIGITAL MEDIA

Dine Around the Lakes has its own website and Facebook page, and the event will be further promoted through the WCVB's social outlets including: Facebook, Twitter, Instagram, Pinterest, e-newsletters, and the WCVB blog. In 2017 the Dine Around the Lakes website garnered 6,762 sessions and 16,846 pageviews. The site gives diners the opportunity to view the participating restaurants and their menus, offers a direct link to participating restaurant websites, and more.

## TRADITIONAL MEDIA

The Walworth County Visitors Bureau will have promotional marketing pieces professionally created for Dine Around the Lakes that includes: posters, rack cards, table tents, and check inserts. Additionally, print ads will be run in several publications throughout the local and Chicago markets.

# DINE AROUND THE LAKES MARKETING TOOLS

The Walworth County Visitors Bureau is dedicated to helping the Dine Around the Lakes restaurant partners succeed during restaurant week. In addition to the media we garner during Dine Around the Lakes, we go the extra mile in helping you spread the word that you are a participating restaurant. We equip you with a digital tool kit for use on your website, social media outlets and newsletter, plus print collateral.



## RESTAURANT COLLATERAL

From restaurant recruitment packets to savor-the-date table tents and posters, check inserts and rack cards, Dine Around the Lakes produces a variety of printed promotional materials aimed at building awareness and excitement for our consumers. This results in an event that diners plan and look forward to each season. Following are some examples of the pieces we will provide for your use at no additional cost to you!

**DINE AROUND THE LAKES**  
**NOVEMBER 2-11, 2018**

*Dine With Us*

**WALWORTH COUNTY RESTAURANT WEEK**  
**3-COURSE LUNCH FOR \$10 OR \$15**  
**3-COURSE DINNER FOR \$20 OR \$30**  
beverages, taxes & gratuity additional

**SPONSORED BY**

**View restaurants and menus online at**  
**DineAroundTheLakes.com**

**SPONSORS:** 26th WLCB, Harbor Shores, Lake Geneva Country Club, Lake Lawn Resort, Nationally From Walworth County

**WALWORTH COUNTY RESTAURANT WEEK**

**DINE AROUND THE LAKES**

**November 2-11**  
**10 DAYS**  
*of Delectable Dining*

**3-Course Lunch \$10/\$15**  
**3-Course Dinner \$20/\$30**  
beverages, taxes, and gratuity additional

Call 800.395.8687 for more information  
DineAroundTheLakes.com



*Get Your Fixe*  
**NOVEMBER 2-11, 2018**

**DINE AROUND THE LAKES**

**\$10/\$15** | **\$20/\$30**  
3-COURSE LUNCH | 3-COURSE DINNER  
beverages, taxes, and gratuity extra

**DINE WITH US**  
for  
*Restaurant Week*

DineAroundTheLakes.com





## **GUIDELINES**

### **Menu:**

- Participating restaurants agree to create and offer a prix fixe 3-course lunch and / or dinner menu for the Dine Around the Lakes event.
- Restaurants agree to price all Dine Around the Lakes menus at \$10 or \$15 for lunch and \$20 or \$30 for dinner. This price point is per person and excludes beverages, tax, and gratuity. The selected price point should be perceived as a strong value for your restaurant. If your standard price point for a 3-course meal falls within or below the selected price point, we strongly encourage you to include a glass of wine, beer, or cocktail beverage.
- Restaurants are responsible for printing their own menus to be used on-site.
- Restaurants will provide the Walworth County Visitors Bureau their Dine Around The Lakes menu to be used for promotional purposes.

### **Marketing:**

- Participating restaurants are expected to, if possible, use and display Dine Around the Lakes marketing materials (posters, table tents, rack cards, check inserts) as soon as the materials are provided / made available by the Walworth County Visitors Bureau.
- Restaurants agree to provide Walworth County Visitors Bureau with all necessary information for their online listing including their prix fixe menu, photographs, chef's name and title, price point, etc.
- Restaurants are encouraged to use the "Dine Around the Lakes" name and logo on promotional materials and menus, creating continuity throughout the participating restaurants.

### **Other:**

- Restaurants/resorts agree to donate a \$25 gift card per participating restaurant, in addition to the registration fee, to be used in the promotion of the campaign.



# Walworth County Restaurant Week

November 1-10, 2019

## SPONSORSHIP

The Walworth County Visitors Bureau is excited to launch the 6<sup>th</sup> annual Dine Around the Lakes restaurant week! The event will be held throughout Walworth County November 1-10, 2019. During Dine Around the Lakes, participating Walworth County restaurants will offer a unique 3-course menu for lunch and/or dinner, only available during the Dine Around the Lakes promotion. The goal of this event is to showcase area restaurants, to increase business during a slower season, and to bring new visitors to the area.

As a sponsor you will receive exposure with marketing initiatives, such as the Dine Around the Lakes website, rack cards, table tents, and print and radio advertising.

### SPONSORSHIP LEVELS

#### ❑ Silver Spoon: \$250

##### Logo on all printed materials

- Rack Cards
- Print Ads
- Posters
- Table Tents

##### Logo on digital materials

- Website
- E-Newsletters

#### ❑ Gold Plate: \$500

##### Logo on all printed materials "Sponsored by" verbiage in radio ads

- Rack Cards
- Print Ads
- Posters
- Table Tents

**Banner ad on BOTH  
Dine Around the Lakes  
and WCVB websites**

##### Logo on digital materials

- Website
- E-Newsletters

##### Newsletter Ad

Restaurant Name (if applicable): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Website: \_\_\_\_\_

25 Word Description: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

### Please mail form and payment to:

Walworth County Visitors Bureau, PO Box 117, Delavan, WI 53115

For questions, call 262-728-6000 or email [kathy@visitwalworthcounty.com](mailto:kathy@visitwalworthcounty.com)



## REGISTRATION

**EARLY REGISTRATION LEADS TO MORE MARKETING OPPORTUNITIES  
AND EXPOSURE FOR YOUR RESTAURANT.**

**TAKE ADVANTAGE OF THE OPPORTUNITY AND SIGN UP TODAY!**

☐ **Individual Restaurant**

☐ **\$100 + \$25 Gift Card | on or before 10/1/19**

☐ **\$150 + \$25 Gift Card | 10/2/19 or later**

- Inclusion of one restaurant (one location) in marketing materials and restaurant information on the Dine Around The Lakes website
- Promote your restaurant to thousands of potential customers via digital media and social outlets
- Official Dine Around The Lakes collateral & digital toolkit

☐ **Resort**

☐ **\$250 + \$25 Gift Card | on or before 10/1/19**

☐ **\$300 + \$25 Gift Card | 10/2/19 or later**

- Inclusion of up to three restaurants in marketing materials and restaurant information (hours of operation, description, and special event menu) on the Dine Around the Lakes website
- Promote your restaurant(s) to thousands of potential customers via digital media and social outlets
- Official Dine Around The Lakes collateral & digital toolkit
- Banner ad on Dine Around The Lakes website included

**Add-ons:**

- ☐ Banner ad on website - \$50
- ☐ Ad in e-newsletter - \$50
- ☐ Sponsored Facebook post - \$50

**Total Due:** \_\_\_\_\_

Registration continued on the following page.



# Walworth County Restaurant Week

November 1-10, 2019

## REGISTRATION

Restaurant Name: \_\_\_\_\_

Physical Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Website: \_\_\_\_\_

Facebook URL: \_\_\_\_\_

Twitter: \_\_\_\_\_ Instagram: \_\_\_\_\_

Are you an OpenTable.com member? ☐ Yes ☐ No

Type of Cuisine: \_\_\_\_\_

Restaurant Description (limit 25 words): \_\_\_\_\_

\_\_\_\_\_

**Participation: check box for each day of participation (lunch and / or dinner)**

Date	Friday 11/1	Saturday 11/2	Sunday 11/3	Monday 11/4	Tuesday 11/5	Wednesday 11/6	Thursday 11/7	Friday 11/8	Saturday 11/9	Sunday 11/10
Lunch										
Dinner										

Price point for lunch: ☐ \$10 ☐ \$15

Price point for dinner: ☐ \$20 ☐ \$30

Contact Name: \_\_\_\_\_ Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Please email menu(s) to: [kathy@visitwalworthcounty.com](mailto:kathy@visitwalworthcounty.com)**

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

**Please mail form and payment to:**

**Walworth County Visitors Bureau, PO Box 117, Delavan, WI 53115**

**For questions, call 262-728-6000 or email [kathy@visitwalworthcounty.com](mailto:kathy@visitwalworthcounty.com)**