



## **APRIL 25 – MAY 3, 2020**

# **RESTAURANT**

## **REGISTRATION INFORMATION**

The sixth annual **Lake Geneva Restaurant Week** is designed to celebrate our area's amazing and diverse culinary scene and position the Lake Geneva region as a premier dining destination. This much-anticipated event will offer visitors and residents the opportunity to enjoy special, fixed-price menus for breakfast, lunch and dinner at participating restaurants. Restaurant week will entice them to explore new restaurants, take advantage of special menus at their favorites, and also support small businesses in our community. In addition, the event will highlight local charities through its Charity Check program, which will award a \$5,000 gift to a deserving non-profit organization at the conclusion of Restaurant Week.

### **Why Participate?**

- Your restaurant will be promoted in a focused marketing campaign to Illinois and Wisconsin markets. You'll reach tens of thousands of potential customers through targeted social media campaigns, digital advertising, web and email marketing, radio spots, media outreach and other promotional efforts.
- You'll increase traffic to your restaurant during a slower time of the year. Restaurant Week occurs earlier this year to better support restaurants during the shoulder season.
- Restaurant Week can be used as an opportunity to test new menu items or explore new offerings at your restaurant before the summer tourism season.
- You can take advantage of exclusive offers and promotional opportunities from partner distributors.
- Minimum investment for maximum return. We've reduced the participation fee to \$100 (plus gift card donation).
- You'll play a part in helping grow the Lake Geneva region's brand as a true culinary destination.

### **How to Participate?**

- Offer special Restaurant Week-exclusive menus from April 25 through May 3, 2020 in the following fixed-price menu categories:
  - Breakfast | 2 or more courses for \$10
  - Lunch | 2 or more courses for \$10
  - Dinner | 3 or more courses for \$25 or \$35
- Follow the three steps below to register your business and submit your menus.

# #1 | REGISTRATION

**Deadline: March 11, 2020**

**Register at:** <https://www.surveymonkey.com/r/LGRW20Registration>

**Cost: \$100 + \$100 in Restaurant Gift Cards/Certificates**

Lake Geneva Restaurant week is open exclusively to VISIT Lake Geneva partners. Registration is required to ensure we have all pertinent information about your restaurant for promotional purposes, and to aid in communication with you. The online registration process (link above) takes approximately 5 minutes and will request:

1. Primary contact person for your restaurant
2. Restaurant details including hours of operation and if you accept reservations
3. Which menu category(ies) you anticipate offering (see #2 below)
4. A short bio of your restaurant

Once registered, we'll immediately begin promoting your restaurant as a participant in Lake Geneva Restaurant Week. Please note that our primary method of communication will be email, so be sure to watch your Inbox for news, requests and other timely information about Restaurant Week.

# #2 | MENUS

**Deadline: March 25, 2020**

**Submission Instructions:** Submit your menu(s) via email to: [deanna@visitlakegeneva.com](mailto:deanna@visitlakegeneva.com) in an unformatted Word file or within the body of the email.

Lake Geneva Restaurant Week is a fixed-priced dining promotion, offering custom menus in four categories:

**\$10 Breakfast | \$10 Lunch | \$25 Dinner | \$35 Dinner**

You may offer menus in any or all of these categories. We recommend building your menus in a 2-course format for breakfast and lunch and 3-course for dinner, while considering options, variety and savings for the guest. We also encourage you to be creative in building menus that highlight your culinary team's specialties and what your restaurant is best known for. Your menu(s) will be formatted in a LGRW-branded template and include your restaurant's logo, address, phone and web address. Menus will be posted on the LGRW website and included in an online Menu Guide publication. We will also provide you with a final PDF file of your menu(s) so you may share and print copies for use during Restaurant Week.

# # 3 | GIFT CARDS & PAYMENT

**Deadline: March 11, 2020**

**Mail/Deliver to:** VISIT Lake Geneva | Attn: Deanna Goodwin | 527 Center Street, Lake Geneva (Mon-Fri 8:30-4:30) or 201 Wrigley Dr., Lake Geneva (Mon-Fri 9-5 and Sat-Sun 10-4)

The cost to participate in Restaurant Week is \$100, plus \$100 in restaurant gift cards/certificates. We will send you an invoice for the \$100 fee and ask that you mail or deliver your gift cards/certificates to

one of our two offices noted above by March 11<sup>th</sup>. Gift cards/certificates may be in your choice of denomination - \$25, \$50 or \$100 – for a total value of \$100. These will be used in various contests and giveaways as part of our LGRW marketing campaign.

## More to Know...

### Promotional Toolkit

VISIT Lake Geneva will provide you with Restaurant Week logos and graphics to use on your website, social media pages and/or emails. We'll also share articles, blogs and social media posts that you can share with your restaurant's fans and followers.

### Charity Check Program

The Charity Check is an important part of Restaurant Week, offering a chance to give back to the community during this celebration of dining out. Five local non-profit organizations will be featured on a LGRW Charity Check ballot, which servers will deliver with the guest bill. Ballots will be provided to participating restaurants and recognition will be given to the restaurant with the most Charity Check ballots collected.

### Restaurant Team Member Recognition

Formerly known as the "Server Incentive Program", we are expanding this program to include *all* staff and team members of our participating restaurants. Restaurant owners/managers may nominate those on their team who they feel deserve special recognition for their role during Restaurant Week. Following the event, nominees will be recognized and entered into a drawing to receive prizes donated by VISIT Lake Geneva partners.

### Staff Training

To ensure the best possible guest experience during Restaurant Week, it's imperative that restaurant staff members are adequately trained and prepared for the event. This includes being familiar with your RW menus, having RW menu copies on hand for guests, and being aware of the Charity Check program. We encourage managers to regularly communicate details about Restaurant Week and schedule a staff meeting or training session prior to the event start.

## Questions?

The VISIT Lake Geneva team is available to answer any questions you have about participating in Lake Geneva Restaurant Week 2020. Feel free to contact us by phone or email at any time. We are also happy to meet in person to discuss your participation or assist with staff training at your restaurant. Please let us know how we may help you!

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