

Northeast PHILADELPHIA



Restaurant Week

SEPTEMBER 27 • OCTOBER 3

presented by
Northeast Times
Greater Northeast Philadelphia Chamber of Commerce

2017

ATTENTION ALL NORTHEAST PHILADELPHIA RESTAURANTS!

Wednesday, September 27, 2017 marks the start of the inaugural Restaurant Week in Northeast Philadelphia, and will run until Tuesday, October 3. Restaurant Week varies from place to place. The general concept is that you are collaborating with the local newspaper and Chamber of Commerce to promote a week of lunch and dinner specials. Other partners may include local businesses, banks, and food vendors. Northeast Philadelphia restaurants decided to partner with the Northeast Times newspaper and the Greater Northeast Philadelphia Chamber of Commerce after customers urged them to design Restaurant Week offerings in the local community. Here's the idea: you will offer reduced prices for a prix-fixe menu, you will gain sales volume, and more importantly new visitors, while exciting and thanking your loyal patrons with a good deal. It's a win-win!

Pricing for Restaurant Week in Northeast Philadelphia needs to accommodate both low and high end restaurants. Please offer your best food. The idea behind Restaurant Week is to showcase your restaurant's food to customers who may not eat there regularly. Offer a house favorite or a chef specialty. Restaurant Week in Northeast Philadelphia is a great promotional idea that can kick-start a sensational new yearly event. And who doesn't love that?

Complete the following information to be included in our Inaugural
Northeast Philadelphia Restaurant Week!

Be sure to also visit, www.nephilachamber.com for additional details.
Contact us: events@nephilachamber.com or call 215.332.3400 for questions.

IT'S TIME TO SHOW-OFF AND SHOWCASE
NORTHEAST PHILADELPHIA AS A CULINARY DESTINATION!

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RESTAURANT GUIDE AND EVENT MARKETING

Registration Fee Only **\$350**

Each participating restaurant will receive:

- **Quarter Page** full color ad in the Restaurant Week Guide
- **Color Poster** to display at storefront
- **Email Blasts** including your logo/name mention from GNPCC and Northeast Times
- **Social Media** posting and features including your logo/name surrounding the week
- **Menu and specials listed** on GNPCC Web site, www.nephilachamber.com/RW

The Restaurant Guide will run in all 7 zones of the Northeast Times reaching 101,500 businesses and households in Northeast Philadelphia!

Restaurant Week regional advertising will include:

- **Print ads to run in:** Northeast Times, Philadelphia Weekly, South Philly Review, The Star, New Jersey Sun Newspapers
- **Community Calendar** listing across Newspaper Media Groups newspapers and GNPCC Web site
- **Digital Billboard Advertising** provided by OUTFRONT Media on designated locations
- **GNPCC Press Releases** sent to all media outlets Greater Philadelphia

Increase your visibility and benefit from these exclusive offers!

\$999 FOR FULL PAGE - regularly \$2,350 **\$699 FOR HALF PAGE** - regularly \$1,400

Complete the form and a representative will contact you! Additional ad options also include above benefits.

Thank you for agreeing to participate with our Inaugural Northeast Philadelphia Restaurant Week!

As we launch our first Restaurant Week, we require each participating restaurant to offer **THREE (3) Full Course Specials options daily**. You may chose to offer different specials each day or continue with the same menu for the duration of the week. Full course menus include: soup, salad, or appetizer, entree, dessert and/or beverage. This year we are not requiring participating restaurants to fall within a price point, however, we **ARE** requiring the offered menu, provides a savings and value to customers and restaurant guests. We request you offer specials for lunch and dinner, however, this is not required.

Please complete the following form and return to the Chamber office by **Friday, September 15, 2017**.

Interested restaurants, please fill out the following and return to the Chamber via fax, 215.332.6050 or email, events@nephilachamber.com.

Restaurant: _____

Contact: _____ Title: _____

Address: _____

Tel: _____ Email: _____ Web: _____

Circle/Highlight All That Apply: I am participating in LUNCH | DINNER

- Prix-fixed menus should be priced as a savings. All menus and savings will be listed on the Chamber Web site, www.nephilachamber.com/RW. **Deadline to submit menus is Friday, September 15, 2017.**
- We will provide an 11" x 17" **"We Are Participating"** poster for you to display in your restaurant leading up to the week.
- Restaurant Guide Ads:
I am interested in: _____ Quarter Page included in marketing package \$350
_____ Full Page Ad for \$999 _____ Half Page Ad for \$699
- Send completed Vendor Form with check for selected advertising package to GNPC Office at the address below. Make check payable to: Northeast Times. Credit Card options are available, please contact NET representative, Ruth Constantine, 267-334-9341.
- Logo - Send a high resolution logo to events@nephilachamber.com
- Images of your restaurant/food and menu to events@nephilachamber.com

Contact the Greater Northeast Philadelphia Chamber of Commerce for additional information and questions about Northeast Philadelphia Restaurant Week.

If you are not exhibiting, join us for our
Restaurant Week kick-off event *Flavors of the Northeast*



Flavors of the Northeast

Greater Northeast Philadelphia Chamber of Commerce



TUESDAY, SEPTEMBER 26, 2017

PHILADELPHIA BALLROOM

2014 Hornig Road, Philadelphia

6:00 pm - 9:00 pm

\$35 in advance • \$40 at the door

We are taking our 2nd Annual Flavors of the Northeast to new heights! This exciting event gives us a new opportunity to highlight the *finest* cuisine in Northeast Philadelphia.

Tickets are available by visiting, www.nephilachamber.com or calling 215.332.3400.

INTRODUCING

Northeast Philadelphia Restaurant Week

Wednesday, September 27 - Tuesday, October 3, 2017

presented by

NORTHEAST TIMES
NEWSWEEKLY

Greater
Northeast Philadelphia
CHAMBER OF COMMERCE
SMART BUSINESS CONNECTIONS