

Newport Beach Restaurant Week is a two week dining event that showcases a variety of eateries throughout Newport Beach. Participating restaurants offer special lunch and dinner menus at set prices. Open to Newport Beach Restaurant Association members in good standing, the event not only introduces new customers to restaurants, but also enhances the economic vitality of Newport Beach.

REASONS TO PARTICIPATE IN RESTAURANT WEEK



GAIN NEW CUSTOMERS



INCREASE SALES



**BE PART OF THE NB
CULINARY COMMUNITY**

EVENT DATES

Monday, January 13 –
Sunday, January 26, 2020

MENU PRICING

BRUNCH (Weekends)

2-Course Minimum
\$15 or \$20

LUNCH

2-Course Minimum
\$10, \$15, \$20 or \$25

DINNER

3-Course Minimum or Small Plates
\$20, \$30, \$40 or \$50

PARTICIPATION FEE

\$550 Per Restaurant

*Partial registration fee benefiting
Second Harvest Food Bank of
Orange County

REGISTRATION DEADLINE

Friday, November 29, 2019

REGISTER ONLINE: DINENB.COM/REGISTER

MEDIA A marketing, advertising and public relations campaign with a media value of over \$500,000 will promote Newport Beach Restaurant Week and the participating restaurants throughout Newport Beach and beyond. The campaign will generate several million consumer impressions in the local area and in the regional drive markets prior to and during Restaurant Week.

ADVERTISING

PRINT Ads in Locale Magazine and Local and Regional Newspapers.

DIGITAL ADVERTISING Facebook, TripAdvisor and the Google Ad Network.

OUTDOOR Banners.

EMAIL E-Blasts to thousands of diners throughout Orange County and beyond.

DINENB.COM Features participating restaurants with photos, logo, description, address, phone and menus.

PUBLIC RELATIONS

PR CAMPAIGN Targets local and regional media.

PRESS RELEASES Spotlighting Newport Beach Restaurant Week to be distributed in local and visitor markets.

FEATURE STORIES Highlighting the event, participating restaurants and dining neighborhoods throughout Newport Beach.

TELEVISION Local station coverage will report on Newport Beach Restaurant Week.

FOOD WRITERS Restaurant reviewers, critics and bloggers will cover Restaurant Week and the participating restaurants.

SOCIAL MEDIA Consumer engagement on Twitter, Facebook and Instagram.

PROMOTIONAL MATERIALS

Participating restaurants receive a variety of marketing materials and digital assets to help promote Newport Beach Restaurant Week that include:

MENU TOOLKIT Tips to create menus that attract Newport Beach Restaurant Week diners.

POSTERS Signage to display in restaurants.

EVENT LOGOS For use on restaurant websites, menus and social media channels.

CUSTOMER BOUNCEBACK GUIDE Ideas to help bring Newport Beach Restaurant Week diners back after the event.

REGISTER ONLINE: [DINENB.COM/REGISTER](https://dinenb.com/register)