



Spring
ARIZONA
 RESTAURANT WEEK
MAY 21-30

presented by the Arizona Restaurant Association



Fall
ARIZONA
 RESTAURANT WEEK
SEPT 17-26

presented by the Arizona Restaurant Association



2021 Arizona Restaurant Week

RESTAURANT RECRUITMENT

Produced by **The Arizona Restaurant Association**
 3333 E Camelback Road | Suite 285 | Phoenix, AZ 85018
 P 602.307.9134 | F 602.307.9139 | azrestaurant.org



Event Overview

The most edible time of the year, Arizona Restaurant Week (ARW) is making its annual return in May and September 2021, sending diners on a 10-day tasting tour throughout the state. It's when eateries offer a prix-fixe dinner menu for \$33 or \$44 per person or per couple, giving locals (and visitors) the change to channel their inner foodie and finally try that restaurant on their wish list.

ARW is produced by the ARA with the primary goals of increasing consumption, fostering innovation and inspiring consumer confidence in our restaurant members and ARA participants – because after all, **you are where you eat!**

Dig In

A celebration of epic gastronomic proportions... Get ready for 10 belt-busting days of epicurean explorations! Arizona Restaurant Week is the perfect time to find new customers, generate repeat business and grow your bottom line. DID YOU KNOW? The average participating restaurant experiences a 20% increase in overall sales!

ARW is a powerful business tool that offers full “brand-to hand” marketing to ensure ongoing success, we continually develop new promotional programs, giving our participants the tools that need to thrive.

Restaurants take center stage throughout the week and we've put together this guide to help you squeeze every delicious drop out of the 10-day epicurean adventure.

How the ARA Supports You & Arizona Restaurant Week

Whether we're getting up close and personal with Arizona restaurateurs, offering diners insider tips on off the menu finds and dining deals or otherwise enhancing the overall image of the restaurant industry in Arizona, there's always fresh ink on ARW and the ARA.

Arizona Restaurant Week garnered more than 45 million impressions in 2018 through a combination of editorial coverage, local and regional advertising, marketing promotions, social media outreach and other initiatives. Marketing efforts target consumers interested in food, beverages and travel and have a reach statewide.

ARW Website

The ARA website receives more than 1.2 million visits leading up to and during the events. Our highest day of traffic is always the first day of the ARW, so make sure to have your listing up to date and your menu submitted! We find that visitors to the site spend on average 8 minutes browsing menus and restaurant listings.

Beginning in March, menus and general information for participating restaurants that have registered, paid and supplied gift cards will be posted on the ARW official website, arizonarestaurantweek.com.

Guests will be able to browse the website to view participating restaurants, view your ARW menu, make a reservation online via your preferred method or visit your corporate website.

Media Dine Around

It's not just dinner, it's an experience. Dine Arouns are guided food tours through four participating ARW restaurants, with each restaurant hosting a special course, in one night for ARW VIPs, Media and Sponsors. The media members are encouraged to take photos and capture content to use in their exclusive preview coverage of the event.

Media Dine around is typically about a month out from the event and kicks off media coverage and consumer traffic to our ARW website. Our date for the Spring Media Dine around is set for early June, it's important to try to have your restaurant registered and live on our site so you gain as much exposure as possible!



Join the Conversation

With food being such a universal, shared experience, it's not surprising that communities are coalescing online to dish about their edible escapades. We've harnessed the power of social media making it easier to connect with consumers.

We'll be snapping Instagram photos, posting Facebook updates and sharing all things food to promote ARW. Follow us on Instagram and Facebook to join the conversation!

Facebook

18k+ Facebook Fans

"Like us" on Facebook at Arizona Restaurant Week. Comment on posts, share your won dining tips and help fellow foodies solve dining dilemmas. Don't forget to tag us in pictures and comment frequently to gain additional exposure to our loyal Facebook fan base.

Instagram

5k+ Instagram Followers

Snap a picture, choose a filter and share your favorite food photos - it's easy as pie. Be sure to tag us in photos and use our #eatARW hashtag so we can share and help spread awareness! Find us at @AZrestaurant

Twitter

4.1k Twitter Followers

Be sure to add our hashtag to your tweet, #eatARW. This will allow foodies who follow ARW to easily find your tweet and perhaps event follow you as well! Also give us a follow to see what our foodie friends are talking about! @AZrestaurantwk



Marketing Initiatives

Advertising/Public Relations Campaign

ARW is supported by a comprehensive public relations campaign that includes media relations, promotions and community outreach. It is important that we have Chef's and restaurateurs that are willing to appear on TV segments and give quotes for print interviews to help spread the word for ARW.

In addition to our earned media exposure, a well-rounded media plan is executed leading up to and during the ARW events. In the past we have utilized TV, radio, out of home billboards, Arizona Republic and other mediums to build brand awareness for the event.

Our media campaigns typically launch about a month out from the start of the event to begin building brand awareness for the event and continue through the first week of restaurant week to act as a reminder for diners!

Digital Media Campaigns

An online marketing campaign is designed to reach ARW's regional markets. This campaign includes the purchase of banner ads on websites related to food, outreach to consumers who frequent restaurants and retargeting to those consumers who have been on our ARW website in the past. Our goal is to spread brand awareness and push consumers to make reservations in the weeks leading up to the event while tapping those last-minute diners during the week, encouraging them to dine out!

Social Media Promotions

We actively use our social media channels to reach our loyal foodie fans. We offer tips on navigating restaurant week, announcing newly registered restaurant partners and offer social giveaways to keep our fans attention leading up to and during the events.

Restaurant Tool Kit

It all starts with advertising. We make sure the public is in-the-know and we've got all the bases covered to let them choose how they want to receive the information. Whether they visit your website, ours, catch us through paid and earned media exposure or simply dine out during the weeks leading up to the event we've made it a priority to keep them informed. Registered (and paid) participants will be given access to download ARW logos, participation widgets, social media assets and other marketing materials to help spread the word to their loyal customers. Promotional posters and check stuffers will be delivered on a first come, first serve basis, to their restaurants who have requested them during registration no later than 30 days prior to the event start date.

With these tools, spreading the word has never been easier!



Logo



Official Restaurant Widget



Check Stuffer



Poster*



Social Media Header

*At this time we are only able to deliver posters to restaurants located within the Valley.



Investment

ARW participation **requires an entry fee plus two \$50 gift cards with activation receipts** from all restaurants. These must BOTH be received in order for your restaurant listing and/or menu to be posted on our website.

Fees collected from ARW are used for promotional and marketing efforts. Gift cards are used for ARW media promotions and social media giveaways leading up to and during the event.

- Two \$50 Gift Cards, with activation receipts or proof of activation (These are tax deductible - ARA's tax id# is 86-0599958)
- Arizona Restaurant Association Members...\$350
- Non-ARA Members...\$500

In light of current event we will be honoring the \$300 Early Bird pricing for Spring ARW

- ARW Participation Submission Deadline (Fees & Forms):
 - Spring: Friday, April 23rd
 - Fall: Friday, August 20th

Register

- **Registration will only be accepted ONLINE.** Please reach out to Jamie Stone at Jamie@azrestaurant.org with any questions.
- **Online:** Visit www.arizonarestaurantweek.com and click 'Restaurant Sign-Up'
- **Gift Card can be dropped off in-person or mailed to:**

The Arizona Restaurant Association
3333 E. Camelback Rd Suite 285
Phoenix, AZ 85018



Regulation & Guidelines

Participating restaurants online profiles will be published (made viewable) on the ARW site once registration fees, gift cards (along with proof of activation) AND an ARW menu have been received. No exceptions!

Registration/Website:

- Restaurants participating in Early Bird Specials must send ALL required gift cards with payment. All gift cards must be valid for 1 year from date issued.
- Participating restaurants MUST provide a PDF version of their designated ARW menu to be posted on the website. Once, received, the PDF menu will be posted within three (3) business days as long as registration, payment and gift cards have also been received.
 - Please note: menus received within one week of the start of ARW may not be posted within the three (3) business day period due to high volume, please plan accordingly.
- Once a restaurant's listing is live, it is the responsibility of the restaurant to ensure accuracy and request updates.
- Participating restaurants must sign up individually if part of a chain of restaurants or if operating under the same name as each restaurant is listed individually and included in all promotional materials as a separate restaurant.

Menus:

- Participating restaurants agree to create and offer a separate dinner menu for ARW during the entire promotional period of 10 days. Standard dinner menus may also be offered.
- Participating restaurants agree to price all ARW menus at \$33 or \$44 per person or per couple (excludes tax & gratuity).
- The price points are intended to give a strong return on value. If your standard price point for a three-course meal falls within or below the selected price point, we strongly suggest you include a glass of wine, cocktail beverage, or beer within the price point. If you are not able to do so, ARW might not be the best fit for your restaurant.
- Participating restaurants agree to provide at least three options for each course (appetizer, entrée & dessert). These choices should be included on the PDF menu for posting.
- The prix-fixe menus chosen for ARW should reflect the quality, style and portion size of the standard dinner menu offerings. Each prix-fixe option must be equal portion size to other options on the menu.
- Menu items must stay consistent throughout the entire promotional period. Monitor ARW reservations and plan food buys accordingly.
- We suggest restaurants provide an optional wine or beer pairing menu and/or signature cocktail to boost check averages during ARW.