



Proud Partner of
The Chamber
GREATER LEHIGH VALLEY CHAMBER OF COMMERCE

c/o Jessica O'Donnell
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Whitehall Area Chamber
881 Third Street, Suite B-10
Whitehall Township, 18052

The Whitehall Area Chamber of Commerce is excited to announce our 2nd Annual **Restaurant Week** for the Whitehall Area. We would like to invite you to participate! We've taken in feedback from the restaurants and the restaurant goers and we want to keep it **SIMPLE** for you - the restaurant. Quite simply, **your cost commitment as a Chamber Member is \$50; Future Member is \$150.** Your investment will be used to supplement our sponsorship money for event advertising expenses in *the Morning Call*, and a billboard with *Adams Outdoor Advertising*.

The purpose of a restaurant week is to offer a greatly enticing "special menu" for one week—to **boost your sales for that week, to encourage new customers to try your food, or to persuade returning customers to try something new and/or bring along their friends & family and to support local.**

Last year, B104 did a great job helping us to promote our Restaurant Week and gave away the gift cards you donated. The feedback was positive on that program and we are planning to continue that this year.

Your primary responsibility is to offer enticing, fixed price menu items during April 2nd - 8th.

If you're new to this concept, please read below to find out **WHAT'S**

INVOLVED ↙

X On top of the fee to participate, we are asking you to donate two \$25 gift cards that will be giveaways on B-104

X Offer a fixed price menu for the ONE WEEK of the event featuring "enticing" specials

- ◆ Ideas for menus (YOU pick your price/offerings based on your menu items):
 - ex) \$5 Breakfast - "pick from five specials"... includes coffee
 - ex) \$10 Lunch - includes your choice of a sandwich, cup of soup, dessert, and soda
 - ex) \$25 Dinner - choose one appetizer, entrée, and dessert from each listNote that counter service restaurant offerings may look different than the above.

X Have copies of your special menu printed & made available to customers during event

X Promote YOUR Restaurant Week Menu in your establishment and on your social media pages before and during the event

We will...

- ◆ Advertise in the Morning Call and if sponsorships allow, in other local media outlets, as well
- ◆ Promote local via posters and fliers, the Chamber website & Facebook, and media releases
- ◆ Post your menu on the Chamber's Restaurant Week webpage

Payment and Logo (electronic) must be received by March 4th to allow the creation of promotional materials.

Please make checks out to "Greater Lehigh Valley Chamber of Commerce" and send to

Please email Official logos to be used in promotions to jessicao@lehighvalleychamber.org.

Sincerely,
Jessica O'Donnell
SVP, Affiliated Chamber