BE A PART OF THE WEEK

RESTAURANT RECRUITMENT
The most edible time of the year, Arizona Restaurant Week (ARW) is making its annual return for Spring and Fall sending diners on a 10-day tasting tour throughout the state. Eateries offer a prix-fixe dinner for $33 or $44 (prices can be per person or per couple), giving locals and visitors the chance to channel their inner foodie and finally try that restaurant on their wish list. Participating restaurants are not only known for their exceptional cuisine, they also spare no expense to give diners an extraordinary culinary experience!

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

**All You Can Eat**

:: 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.

**2016 Arizona Restaurant Week Dates:**

Spring  |  May 19-28
Fall   |  September 15-24

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**Restaurant Week Alumni**

By participating in ARW, you are joining an esteemed group of well-respected, trusted brands throughout Arizona.
ARIZONA RESTAURANT WEEK
PROMOTION

Facebook Fans: 16,637
Twitter Followers: 4,141
Instagram Followers: 2,492
Email Fan Subscribers: 7,500

MEDIA DINE AROUND

It’s not just dinner; it’s a dining experience. Specially designed as a progressive dinner, the Media Dine Around celebrates three restaurants in order to promote restaurant week. Some of the best radio, print and social media partners in the Valley dine and dish about ARW in the weeks leading up to the event.

TV & RADIO APPEARANCES

Sit down with Arizona’s favorite talk shows – including Your Life A to Z, Arizona Midday, Jan d’Atri, Beth and Friends, The Mathew Blades Show and more to give your take on the Arizona culinary scene, ARW, and what’s next for your establishment.

ONLINE

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 online marketing through the official Arizona Restaurant Week website and social media, making it easier to connect with consumers. Make sure you are using the #eatARW hashtag to promote your participation!
The Arizona Restaurant Association is passionate about helping our restaurant partners succeed during Arizona Restaurant Week. In addition to all the media we garner during Arizona Restaurant Week, we go the extra mile in helping you spread the word that you are a participating restaurant. By equipping you with our digital toolkit for use on your website, social media outlets, newsletter and collateral.

**RESTAURANT TOOLKIT**

From restaurant recruitment packets to savor-the-date postcards and posters, check stuffers and special promotions, restaurant week produces a variety of printed promotional materials aimed at building awareness and excitement for our consumers. This results in an event that consumers plan and look forward to each season. Following are some of the pieces we will provide for your use at no cost to you!
ARW participation requires an entry fee plus two $50 gift cards from all restaurants. Fees collected by ARW are used for promotional and marketing efforts. Gift cards and certificates are used for ARW media promotions.

**Two $50 Gift Cards** *(These are tax deductible! ARA’s Tax ID # 86-0599958)*

**Arizona Restaurant Association MEMBERS** ............ $350

**Non-members** ............................................................ $500

Participation Submission Deadline (Fees & Form): Spring: May 1, 2017; Fall: September 1, 2017.

**Member-only Early Bird Bundle**: Save $125 by signing up for BOTH


*Non-Member restaurants are not eligible.*

### REGULATIONS & GUIDELINES

- All participants must register by filling out and sending the Restaurant Partnership Agreement Form via fax, email or mail to the Arizona Restaurant Association along with payment information and required gift cards.
  
  *Please note: there will be a $50 returned check admin fee on all NSF checks.*

- Participating restaurants will have their online profiles published (made viewable) on the official Arizona Restaurant Week website once BOTH the registration fee AND required gift cards have been received. No exemptions!

- Restaurants participating in Early Bird Specials must send in ALL required gift cards with payment.

- Participating restaurants MUST provide a PDF version of their designated Restaurant Week menu to be posted on the website – other formats will NOT be accepted. Once received, the PDF menu will be posted within two (2) business days.
  
  *Please note: menus received within one week of the start of ARW may not be posted within the two (2) business day period due to high volume, please plan accordingly.*

- Participating restaurants agree to create and offer a separate dinner menu for ARW during the entire promotional period of ten 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).

- 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 material as a separate restaurant.

- The prix-fixe menus chosen for ARW should reflect the quality, style and portion size of the standard dinner menus of each participating restaurant.

- Each prix-fixe option must be equal portion size to other options on the menu.

- 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.

- Menu items must stay consistent throughout the entire promotional period.

- Monitor ARW reservations and plan food buys accordingly.

- 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.

- Accepting reservations is strongly encouraged as the number of guests wanting to experience ARW will be high. It is the responsibility of each participating restaurant to manage their reservations.
Restaurant Name ________________________________________________________________

Address ______________________________________________________________________

Phone ___________________________ Fax ____________________________________________

Name __________________________________________________________________________

Please provide the name of the person who will be responsible for all elements of 2015 Arizona Restaurant Week, including menu submittal, collateral distribution, etc.

Email Address __________________________________________________________________

Phone _________________________________________________________________________ Fax ________________________________________________

REGISTRATION FEES:

- $350 Association Members
- $500 Non-Association Members
- $725 – Exclusive Member-only Early Bird Bundle*: Save $125 by signing up for BOTH Spring and Fall ARW 2017 AND AZ Breakfast Weekend 2017 (July 27-30) by April 1, 2017.
- $600 – Exclusive Member-only Early Bird Bundle*: Save $100 by signing up for BOTH Spring and Fall ARW 2017 by April 1, 2017.

We have enclosed TWO $50 gift cards. (If participating in bundle, must send in all required cards). (GOOD FOR AT LEAST 1-YEAR)

BECOME A MEMBER

You can become a member of the ARA for $295 per location (+$150 each additional location) to enjoy member pricing for each season of restaurant week!

- Yes, I want to add the cost of membership to my total fees so I can take advantage of member pricing.

PAYMENT AGREEMENT

Please Check Appropriate Box:

- I understand my restaurant(s) will NOT be viewable on the ARW website until BOTH my registration fee and gift cards have been received by the association.
- I have enclosed a check payable to The Arizona Restaurant Association.
- Please send me an invoice.
- Please call for credit card information.
- Please bill the credit card provided below – ○ Visa ○ MasterCard ○ American Express ○ Discover

Name on Card ________________________________________________________________

Account Number ___________________________ Signature __________________________ Date ____________

We appreciate your support and remind you that a portion of your donation is TAX DEDUCTIBLE. For your records, the tax ID number for The Arizona Restaurant Association is 86-0599958. Please consult your tax advisor for specific tax deductibility.

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