**East Penn Area Restaurant Week**

**REGISTRATION FORM – DUE by February 16, 2024**

**Sunday, February 25 through Saturday, March 2, 2024**

Every year the East Penn Chamber of Commerce and the Emmaus Main Street Partners host East Penn Area Restaurant Week in efforts to **elevate** your business, bring **exposure,** and **drive foot traffic** **or to-go sales**. The event invites residents of our area and visitors from neighboring communities to experience the variety of dining options in the footprint. We host this during a relatively slow time of year in an effort to **boost sales** by both encouraging **new customers** to experience your food and persuading returning customers to bring their friends and family back by offering fixed menus with special prices.

Participating *Restaurant Week* businesses are asked to create a special to offer to guests for the week. This could include a “set-price” menu (offering a choice of appetizers, entrees, and desserts at promotional prices), a gift card special (for example $25 gift card for $20), a take-out special, or *any other offer* that you feel will incentivize the community to participate in the event at your restaurant. Restaurants can participate by providing offerings for lunch and/or dinner.

Each location will also contribute **THREE** gift certificates toward the *East Penn Restaurant Week* campaign for promotion and giveaways. The East Penn Chamber of Commerce and Emmaus Main Street Partners will promote this event through a variety of avenues which may include:

* East Penn Press advertisement
* Gift card giveaway on WAEB AM 790
* Advertising on iHeart radio to with gift card giveaways where hosts will mention event
* Facebook event pages and posts on EMSP, EPCC, and GLVCC pages
* Videos from local sponsors informing and educating people about the event
* Ad in Connections magazine – the Chamber’s monthly publication
* Eblasts to the Affiliated Chambers members
* Events poster hanging in participating restaurants, sponsors, and high pedestrian areas
* Media mentions online in up to 18 additional PA or Lehigh Valley community event calendars
* Banner hung across Main St in Emmaus by Superior Diner where 19,000 cars pass daily
* Press Release sent to over 200 media contacts across the greater Lehigh Valley
* Social media publication of YOUR testimonials; videos or written out experiences
* WFMZ coverage with participating chefs on air

Ready to sign up to participate? Please complete the information below:

Restaurant Name:

Address:

Phone Number:

Contact Person:

Contact Person’s Email Address:

Contact Person’s Phone Number:

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□ We have enclosed my **participation fee** for $50.00 as a current Chamber Member or $100.00 as a Future Chamber Membe*r. (Not a member of the Chamber yet and interested in joining to take advantage of discounts and benefits? Call Hayden at 484-828-9777) Please make checks payable to “The Greater Lehigh Valley Chamber of Commerce” and send to: 191 Main St., Suite 205, Emmaus, PA 18049*

□ We will generate a specific Restaurant Week Menu or offer and send it to HaydenR@LehighValleyChamber.org by Friday, February 16th. On the Menu I will include the three Chamber logos and our Presenting Sponsor logo.

□ We will provide 3 gift cards/gift certificates for East Penn Area Restaurant Week promotional giveaways and advertising campaign use. Each must be a value of at least $25.00.

□ I will ensure that any promotional materials distributed for EP RW will be posted in my establishment and that I will help promote the event on my social media outlets, website and customer emails. (Please use #EatUpEastPenn and tag @EmmausMSP and @EastPennChamber on Facebook)

**I understand that until I submit the above materials, I am not registered for Restaurant Week.**

**NAME (Signature): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ DATE: \_\_\_\_\_\_\_\_\_\_\_\_**

**NAME (Print): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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Expiration Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Code\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Please complete and return to GLVCC, attn: Hayden Rinde**

**191 Main Street, Suite 205 | Emmaus, PA 18049**