**JERSEY SHORE RESTAURANT WEEK
November 3-12, 2017**

Welcome to Jersey Shore Restaurant Week. The details of our November event are listed below. We look forward to your participation.

Jim Flynn
Chairman

**PROGRAM DETAILS**

1. All restaurants are required to post the JSRW logo on their site. We will forward you a copy of the logo upon receipt of your participation fee. Failure to post the logo may result in cancellation of participation with no refund.
2. ***Menus must be submitted no later than*** October 13, 2017 for timely posting on the JSRW site. If you miss this date, please don't contact us asking when your menu will get up. Menus will be posted in the order in which they are received, and as time allows. Remember over 90% of consumers told us they looked at the menus before deciding where to go.
3. If you are only going to offer the RW menu until 7pm on Friday and/or Saturday nights, **you must advise us of the restriction when you submit your menu** so that we may include this information on our website, and you must tell customers when they are making a reservation. Please also note the time is **7pm -** not 5:30, 6, etc.
4. Companies with more than one restaurant are required to pay a restaurant fee for each restaurant. The first restaurant will be regular price - additional restaurants from the same company will be charged $275 for full service restaurants and $175 for BYOB's.

**ADVERTISING/PROMOTION**

* Jersey Shore Restaurant Week Web Site ([www.jerseyshorerestaurantweek.com](http://www.jerseyshorerestaurantweek.com)) 60,000+ unique
visitors, 500,000+ page views
* Asbury Park Press color insert with all participating restaurants to 50,000 homes
* Full page ads in the Coast Star and Tri-City news with all participating restaurants
* Posters, table tents and bill stuffers for in-house marketing
* Facebook posts
* JSRW weekly emails - 20,000 people
* Facebook advertising

**COST OF PARTICIPATION**
         a. **Dinner or Lunch and Dinner** - $350 full service restaurants, $225 BYOB Restaurants.
         b. **Lunch Only** - $250 full service restaurants, $175 BYOB Restaurants

The fee includes posters, table tents, bill stuffers, inclusion in print ads, placement on the JSRW web site, menu posting on the site and Special Events promotion.

**SIGN-UP**

1. Go to www.jerseyshorerestaurantweek.com - Click on "Restaurant Sign-Up" and sign-up on-line. **Or**
2. Mail your check to:
 Jersey Shore Restaurant Week
        Box 352
        Brielle, NJ 08730

**Participation fee deadline is SEPTEMBER 1. 2017 Payments received after this date will be subject to a late fee as outlined in the cover letter.** Payment constitutes acceptance of the following Restaurant Guidelines.

Jersey Shore Restaurant Week Restaurant Guidelines and Participation Commitment
November 3, 2017- November 12, 2017

The objectives of Restaurant Week are to boost business for restaurants during a traditionally slow time of year and to encourage consumers to dine out more often and try new restaurants. Three (3) course meal prices have been designed to accommodate both casual pub style restaurants and fine dining restaurants and to provide real value for the consumer.

1. Cost of participation in Restaurant Week is $350 for a full service restaurant and $225 for a BYOB for the dinner or dinner and lunch option, and $250 for lunch only. Additional restaurants from the same company will be charged $275 and $175 respectively.

2. Participants are required to offer a three (3) course meal with three (3) appetizer, three (3) entree and three (3) dessert choices every night during Restaurant Week for either **$22.17 or $32.17** Lunch option must offer three (3) entree choices and one (1) of the following: appetizer, salad, dessert, glass of beer/wine for **$15.17** or less. Failure to offer three choices in each category will result in menu rejection.

3. Menu items do not have to come from the restaurant’s regular menu, but should be representative of the restaurant’s style of cooking.

4. Participants are free to offer supplemental items on their Restaurant Week menu, but only after the three choices in each category have been met. For example, a 4th entree could be offered, perhaps a strip steak, with a supplemental cost, but only if there are three choices offered under the established price guidelines.

5. Participants have the option of offering the RW menu on Friday and Saturday nights only up until 7pm. ***If you select this option, it must be included on the menu that you submit to RW and customers calling for reservations must be informed of the limitations.***

6. **Deadline for menu submission** to be included on JSRW website is **October 13, 2017**. We cannot guarantee that menus received after this date will be posted on our website.

7. Use of the Jersey Shore Restaurant WeekTM Logo is granted to each participant for the duration of Restaurant Week and must be used in all communication to the consumer; websites, print, posters, menus, table tenets, credit card stuffers and the like. **JSRW logo must be included on your website.**

8. Jersey Shore Restaurant WeekTM will provide all participants with Restaurant Week posters, table tents and credit card stuffers. Participants are encouraged to make use of these materials in the weeks leading up to the event to help insure its success.

9. Violations of Restaurant Week Guidelines may affect future event participation.

**JERSEY SHORE RESTAURANT WEEK™**

**Participation Invoice**

Deadline for November 2017 Restaurant Week Sign-Up is **SEPTEMBER 1, 2017.** Signups after September 1st will incur a $75 late fee. Sign-ups after September 15th will incur a $100 late fee.

**COST (Check One)**

\_\_\_ Full Service Restaurant - $350

\_\_\_ BYOB Restaurant - $225

\_\_\_ LUNCH ONLY – Full Service - $250

\_\_\_ LUNCH ONLY – BYOB - $175

**Please note that any restaurant with a seasonal liquor license is subject to the full service restaurant price.**

**CONTACT INFORMATION:**

Restaurant Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Cell Phone #: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Email Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**SIGN-UP**

On-line at [www.jerseyshorerestaurantweek.com](http://www.jerseyshorerestaurantweek.com)

OR

Mail to: ***JSRW
 Box 352
 Brielle, NJ 08730***Contact: ***Jim Flynn, Chairman
 732.859.5643
 jim@jerseyshorerestaurantweek.com***