

9th Annual



# restaurant WEEK | JANUARY 19-28, 2018

## Savor THE DATES JANUARY 19-28

Stockton Restaurant Week is a marketing program that works to increase traffic to your restaurant during the final full week of January each year. This promotion happens in partnership with Visit California during California Restaurant Month. Last year the program drove positive media coverage and hungry patrons to over 25 participating restaurants. Stockton Restaurant Week was created in 2009 by Visit Stockton to highlight the diversity and complexity of the Stockton dining scene.

In addition, the program gives local foodies, families, and visitors the opportunity to experience unique fixed-price specialty menus from multiple participating restaurants throughout Stockton.

Proud to be a part of:  
**California  
RESTAURANT  
MONTH**

### WHY *Participate*

**91%** of diners are likely to recommend a restaurant they tried during Restaurant Week to a friend or family member.

**89%** of diners are likely to return to a restaurant they tried during Restaurant Week after the event.

**53%** of diners dine out more than once during Restaurant Week.

**75%** of diners participate in Restaurant Week in order to try a new restaurant.

\*OpenTable 2013



**DINING in  
STOCKTON**

Stockton Restaurant Week encourages new and long-time customers alike to dine at your restaurant, providing you the opportunity to show them what your food is all about! We believe the distinctly creative menus you prepare for Stockton Restaurant Week will bring your diners back again and again throughout the rest of the year.

*We want people to try new restaurants and new food, so be creative with your menu.* You may even want to offer something during Stockton Restaurant Week that is not normally on your menu—this is a great opportunity to think outside the box and examine new ideas.

**— VISIT  
STOCKTON —**

Questions? Contact Miguel Guillen at 209.938.1553 or [miguel@visitstockton.org](mailto:miguel@visitstockton.org)

[/stockton.restaurant.week](#) / [stocktonrestaurantweek.com](#) / Visit Stockton / P.O. Box 2336 / Stockton, CA 95201 / 209.938.1553

# INFO & SIGNUP

## REGISTRATION FEES:

\$100 and two (2) \$25 gift certificates.

*\*Fees due upon registration*

**Remember, the earlier you register and provide a menu, the more time there is for us to promote your restaurant!**

*Participation deadline: Friday, January 5, 2018*

*Please make checks payable to: Visit Stockton*

*Call 209-938-1553 to pay by credit card*

**Menus due as soon as possible!**



**Stockton**  
**restaurant**  
**WEEK | JANUARY**  
**19-28, 2018**

## STOCKTON RESTAURANT WEEK RULES:

A registration fee of \$100 and two (2) \$25 gift certificates per restaurant is required for participation. Fees must be submitted before your restaurant can be promoted on [StocktonRestaurantWeek.com](http://StocktonRestaurantWeek.com).

This year there are three options that restaurants can choose to offer. This should be a deal that customers cannot regularly enjoy. Beverages are not required but may be added to incentivize the deal. All discounts will be reviewed by Visit Stockton before being posted on the website:

- Breakfast: Minimum 2+ course
- Lunch: Minimum 2+ course
- Dinner: Minimum 3+ course

Recommended price discounts are 25-50% off normal pricing. The better the discount, the larger the customer response. Breakfast and lunch offerings are not required but are highly recommended because of their popularity.

## WHO CAN PARTICIPATE?

Any restaurant with a Stockton address.

## WHAT WILL RESTAURANTS RECEIVE?

Visit Stockton will coordinate all marketing for the event, promoting participating restaurants and their menus. That means you get the equivalent of a \$7,500 marketing and public relations campaign for a fraction of the cost! Stockton Restaurant Week will be promoted through print ads, online ads, and social media ads.

Remember, 75% of diners participate in Restaurant Week in order to try a new

restaurant. All participants and their menus will be listed on the official website: [StocktonRestaurantWeek.com](http://StocktonRestaurantWeek.com)

The listing will include contact information and links to your restaurant's website. Participants will receive various printed materials for in-house marketing, including posters, postcards, and table tents. Additional printed materials may be available.

***By signing below, I agree to the Stockton Restaurant Week rules.***

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

*Once your form and payment are received, your restaurant contact information as well as your Stockton Restaurant Week menu will be listed on the Stockton Restaurant Week website.*

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

Restaurant Address: \_\_\_\_\_

Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Full Name: \_\_\_\_\_ Title: \_\_\_\_\_

Contact Email: \_\_\_\_\_ Cuisine Type: \_\_\_\_\_

### ADDITIONAL INFORMATION

How many table tents will you need? \_\_\_\_\_ How many posters will you need? \_\_\_\_\_

Yes

No

Our restaurant has participated in Stockton Restaurant Week in the past.

Yes

No

Our restaurant is available for video marketing (local media, Facebook Live, etc.)



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