



Spring
ARIZONA
RESTAURANT WEEK
MAY 17-26
presented by the Arizona Restaurant Association



Fall
ARIZONA
RESTAURANT WEEK
SEPT 20-29
presented by the Arizona Restaurant Association

BE A PART OF THE WEEK

SPONSORSHIP GUIDE



3333 E Camelback Rd., Suite 285, Phoenix, AZ 85018 / 602.307.9134
ArizonaRestaurantWeek.com



2019 ARIZONA RESTAURANT WEEK

Spring | May 17 - 26

Fall | September 20 - 29

ALL YOU CAN EAT

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!

A CELEBRATION OF EPIC GASTRONOMIC PROPORTIONS...

Get ready for 10-belt busting days of epicurean explorations!

Arizona Restaurant Week is the perfect time to gain exposure and expand your brand presence in the Arizona restaurant community.

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.

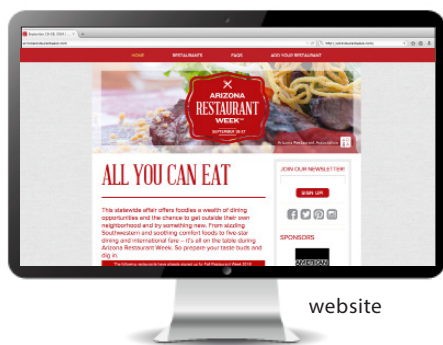
DID YOU KNOW?

The average participating restaurant experiences a 20% increase in overall sales.

The Henry • Arrowhead Grill • White Chocolate Grill
Binkley's • Sumomaya • Southern Rail • Barrio Queen
Lon's • Deseo • Rusconi's American Grill
Central Bistro • The Melting Pot • Beckett's Table
TCook's • The Capital Grille • Blanco



SAVOR THE SUCCESS



website

Both Arizona Restaurant Weeks garnered over \$1,100,000 in earned media in 2018 through a combination of editorial coverage, local, regional and national advertising, and various marketing promotion initiatives. ARW's marketing efforts target consumers interested in food, beverages and travel and have a reach nationwide.

Take advantage of the week's extensive marketing and social media platforms working closely with the association to create special promo codes, contests and messaging for maximum exposure to fans and attendees. All companies and brands receive personalized attention from the Association and restaurant week campaign team to ensure that proposals, event activations and marketing opportunities are customized to fit the needs of each sponsor maximizing the experience and value.

TV & RADIO APPEARANCES

We partner 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 as Arizona restaurants give their take on our culinary scene, ARW, and what's next for their establishments.

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 platforms, making it easier to connect with consumers. Make sure you are using the #eatARW hashtag to promote your participation!

ARW SPONSOR ALUMNI

Participants in ARW are among an esteemed group of well-respected and trusted brands throughout Arizona.

The best engagement comes from custom campaigns built around content, social and events. You know your brand, we know our audience – Let's work together to create something truly unique.

ARIZONA
OFFICE OF TOURISM









































SANDERSON LINCOLN



Young's Market Company



ARIZONA RESTAURANT WEEK SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$20,000	Title Sponsor \$15,000	Advocate \$7,500	Industry \$5,000	Media Partner \$3,500	Official \$2,500	Supporting \$1,750
SPONSORSHIP							
Exclusive presenting sponsor title rights							
List of participating restaurants in ARW season							
Company feature in Arizona Restaurant News magazine							
Prominent company logo recognition on ARW advertisements							
Company specific blog feature	(up to 3)	(up to 2)	1	1			
Company recognition in press kits distributed to TV, print, radio outlets							
Exclusive company dedicated e-blast feature	(up to 3)	(up to 2)	(up to 2)	1	1		
Company name/logo included in e-communications to restaurants and consumers							
Social media exposure via ARW social media accounts							
Company logo recognition on check stuffers and any additional collateral distributed to Arizona Restaurant Week participants							
Company name and logo on Arizona Restaurant Week website, including homepage, sponsor scroll, and footer							

ARIZONA RESTAURANT WEEK

SPONSORSHIP AGREEMENT FORM

Name _____

Phone _____ Fax _____

Email Address _____

Organization _____

PARTNERSHIP PACKAGES:

- | | | |
|---|--|--|
| <input type="radio"/> Presenting Sponsor \$20,000 | <input type="radio"/> Industry \$5,000 | <input type="radio"/> Official \$2,500 |
| <input type="radio"/> Title Sponsor \$15,000 | <input type="radio"/> Media \$3,500 | <input type="radio"/> Supporting \$1,750 |
| <input type="radio"/> Advocate \$7,500 | | |

Please Check Appropriate Box:

- ☐ 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 _____

Expiration Date _____

Signature _____ Date _____

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