



presented by the Arizona Restaurant Association



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2021 Arizona Restaurant Week

SPONSORSHIP OPPORTUNITIES

Produced by **The Arizona Restaurant Association**
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Event Overview

The most edible time of the year, Arizona Restaurant Week (ARW) is making its annual return in May and September 2021, sending diners on a 10-day tasting tour throughout the state. It's when eateries offer a prix-fixe dinner menu for \$33 or \$44 per person or per couple, giving locals (and visitors) the change to channel their inner foodie and finally try that restaurant on their wish list.

ARW is produced by the ARA with the primary goals of increasing consumption, fostering innovation and inspiring consumer confidence in our restaurant members, ARW participants and event sponsors – because after all, **you are where you eat!**

Dig In

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!

ARW is a powerful business tool that offers full “brand-to hand” marketing to ensure ongoing success, we continually develop new promotional programs, giving our participants the tools that need to thrive.

Restaurants take center stage throughout the week and we've put together this guide to help you squeeze every delicious drop out of the 10-day epicurean adventure.

**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.**

Savor the Success

Both Arizona Restaurant Weeks garnered over \$1,500,000 in earned media in 2018 through a combination of editorial coverage, local, regional and national advertising, and various marketing promotion initiatives. This earned media is pushing traffic directly to our website, where our sponsors have a presence.

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.

ARW Sponsor Alumni





Marketing Initiatives

These strategically planned campaigns ensure ARW is not only grabbing the attention of hungry consumers but are also used to as platforms to gain your brand extra attention. Our ARW sponsors are always included, where applicable, across media placements, in PR efforts and on our printed event materials such as check stuffers and posters.

Advertising/Public Relations Campaign

ARW is supported by a comprehensive public relations campaign that includes media relations, promotions and community outreach. It is important that we have Chef's and restaurateurs that are willing to appear on TV segments and give quotes for print interviews to help spread the word for ARW.

In addition to our earned media exposure, a well-rounded media plan is executed leading up to and during the ARW events. In the past we have utilized TV, radio, out of home billboards, Arizona Republic and other mediums to build brand awareness for the event.

Our media campaigns typically launch about a month out from the start of the event to begin building brand awareness for the event and continue through the first week of restaurant week to act as a reminder for diners!

Digital Media Campaigns

An online marketing campaign is designed to reach ARW's regional markets. This campaign includes the purchase of banner ads on websites related to food, outreach to consumers who frequent restaurants and retargeting to those consumers who have been on our ARW website in the past. Our goal is to spread brand awareness and push consumers to make reservations in the weeks leading up to the event while tapping those last-minute diners during the week, encouraging them to dine out!

Social Media Promotions

We actively use our social media channels to reach our loyal foodie fans. We offer tips on navigating restaurant week, announcing newly registered restaurant partners and offer social giveaways to keep our fans attention leading up to and during the events.

Inclusion in Restaurant Tool Kit

Registered (and paid) participants will be given access to promotional posters and check stuffers which will be delivered on a first come, first serve basis, to their restaurants who have requested them during registration no later than 30 days prior to the event start date.

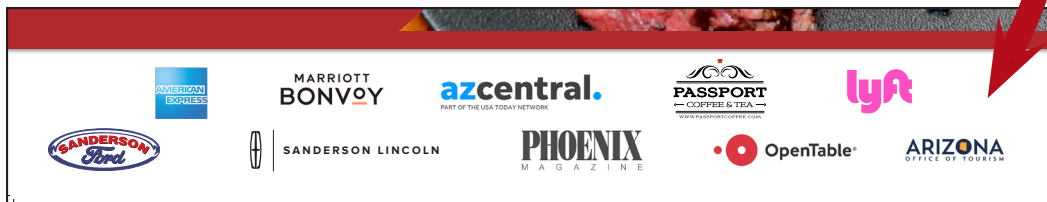
Our ARW sponsors are included on these posters and check stuffers as an additional vehicle for exposure amongst consumers and restaurateurs.



Check Stuffer



Poster*





Join the Conversation

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 social media making it easier to connect with consumers.

We'll be snapping Instagram photos, posting Facebook updated and sharing all things food to promote ARW. Follow us on Instagram and Facebook to join the conversation!

Facebook

18k+ Facebook Fans

"Like us" on Facebook at Arizona Restaurant Week. Comment on posts, share your won dining tips and help fellow foodies solve dining dilemmas. Don't forget to tag us in pictures and comment frequently to gain additional exposure to our loyal Facebook fan base.

Instagram

5k+ Instagram Followers

Snap a picture, choose a filter and share your favorite food photos - it's easy as pie. Be sure to tag us in photos and use our #eatARW hashtag so we can share and help spread awareness! Find us at @AZrestaurant

Twitter

4.1k Twitter Followers

Be sure to add our hashtag to your tweet, #eatARW. This will allow foodies who follow ARW to easily find your tweet and perhaps event follow you as well! Also give us a follow to see what our foodie friends are talking about! @AZrestaurantwk

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 \$1,000
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 (where applicable and permitted)							
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 2021

SPONSORSHIP AGREEMENT FORM

Participation deadlines are April 2nd for Spring and August 2nd for Fall to ensure inclusion on all printed materials.

Name _____

Phone _____ Fax _____

Email Address _____

Organization _____

PARTNERSHIP PACKAGES:

- | | | |
|---|--|---|
| ☐ Presenting Sponsor \$20,000 | ☐ Industry \$5,000 | ☐ Official \$2,500 |
| ☐ Title Sponsor \$15,000 | ☐ Media \$3,500 | ☐ Supporting \$1000 |
| ☐ 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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