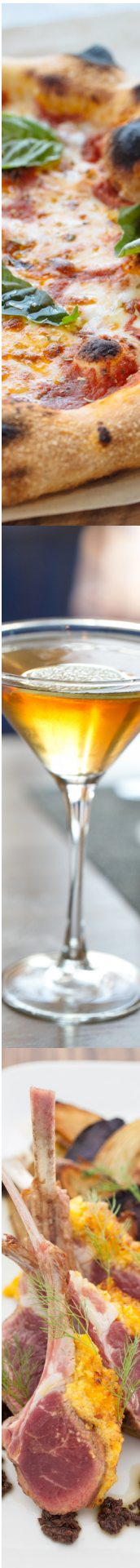




2025 Arizona Restaurant Week

SPONSORSHIP OPPORTUNITIES

Produced by **The Arizona Restaurant Association**
3333 E Camelback Road | Suite 285 | Phoenix, AZ 85018
P 602.307.9134 | F 602.307.9139 | azrestaurant.org



Event Overview

The most edible time of the year, Arizona Restaurant Week (ARW) is making its annual return in May and September 2025, sending diners on a 10-day tasting tour throughout the state. It's when eateries offer a prix-fixe dinner menu for \$33, \$44 or \$55 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 feast for the senses and a showcase for your brand... Prepare for 10 days of unparalleled exposure at Arizona Restaurant Week, where sponsors become the highlight. This is an exceptional opportunity for sponsors to engage directly with potential new customers. DID YOU KNOW? Sponsors at ARW gain significant brand visibility, often seeing a remarkable boost in business connections and market presence.

ARW isn't just an event; it's a strategic platform for brand promotion. We offer comprehensive "brand-to-vendor" marketing, ensuring that our sponsors are prominently featured and remembered. Our commitment to your success is reflected in our ongoing development of innovative promotional strategies, providing sponsors with the essential tools to stand out.

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 \$3,500,000 in 2024 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 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, advanced digital tactics 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 updates and sharing all things food to promote ARW. Follow us on Instagram and Facebook to join the conversation!

Facebook

23k+ Facebook Fans

"Like us" on Facebook at Arizona Restaurant Week. Comment on posts, share your own 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

25k+ 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

3.6k+ 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 even 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

Premier
\$15,000

Platinum
\$7,500

Gold
\$5,000

Silver
\$3,500

SPONSORSHIP					
TRADITIONAL ADVERTISING					
Exclusive presenting sponsor title rights					
Category exclusivity (and first right of refusal on upcoming year)					
Inclusion on TV/digital commercials					
Prominent company logo recognition on ARW advertisements (where applicable and permitted)					
DIGITAL ADVERTISING					
Exclusive company dedicated e-blast feature to consumer email list (approx. 20k)	(up to 2)	(up to 1)	(up to 1)		
Exclusive company dedicated e-blast feature to restaurant participation list (approx. 200)	(up to 2)	(up to 1)	(up to 1)		
Company name/ logo included in e-communications to restaurants and consumers (approx. 22k)					
Digital display banner on ARW website (to run April/May and August/September)					
Company name and logo on ARW website, including homepage, sponsor scroll, and footer (approx. 213k users between both events)					
MEDIA RELATIONS					
Name inclusion in press release and media materials					
Name inclusion in an applicable media interviews/appearances					
RESTAURANT RELATIONS					
Inclusion on digital event registration form (collection of warm leads)					
List of participating restaurants in ARW season (also includes contact name and phone number)					
Company logo recognition on check stuffers and any additional collateral distributed to ARW participants (approx. 10,000 check stuffers and 75 posters)					
Dedicated company content post on ARW Facebook (23k+ followers) and Instagram (25k+ followers)	4	2	1		
Logo featured in Facebook header image	