



7th Annual
Doral Restaurant Week™
July 1 – July 31, 2018

TASTE OF DORAL

2018

Doral Restaurant Week™

What is it?

Doral Restaurant Week™ is a restaurant promotion that showcases the vast cultural cuisine that is available around Doral, Florida during the month of July.

As a city that is bursting at the seams with more than 200 restaurants, Doral Restaurant Week™ features special 'prix fixe' dining options at **Doral's finest restaurants**.

Not only does Doral Restaurant Week™ boost business for your restaurants during the usually slow summer month of July, but it also encourages consumers to explore restaurants they have yet to discover.

2018

www.atasteofdoral.com



Doral Restaurant Week™

How it Works

During Doral Restaurant Week™, participating restaurants will offer either special priced menu item(s), a percentage discount or a free Hors d'oeuvre, drink or dessert.

Diners can then enjoy a Prix Fixe 'Indulgent' or 'Lavish' Dining experience at a Doral area fine restaurant.

TM

A TASTE OF
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Doral Restaurant Week™

All That's Needed to Participate

- 1) Choose 1 to 3 items from your existing menu or create new items that cater to the **Doral Restaurant Week (DRW)** concept.
- 2) Send your menu or offer in text form to info@tasteofdoral.com

The new DRW menu should include:

- A special menu item(s) offered with DRW special price
 - Or a percentage off price -minimum 25%
 - Or a free Hors d'oeuvre, dessert or free drink
- 3) Be sure to display DRW and **Taste of Doral™ (TOD)** marketing materials at entrance and throughout the restaurant: posters, flyers, stickers, etc. (Don't worry – we'll provide these!)
 - 4) Social Media Marketing: Take photos, videos, interview diners who are taking advantage of the DRW deals, and post the materials to DRW's social media sites – don't forget to use the hashtag **#tasteofdoral** !
 - 5) Give us feedback: How many diners participated in DRW? Did they have lunch, or dinner? Any feedback will help the program – and your restaurant - grow!

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Doral Restaurant Week™

Participants' Benefits

- Full month of marketing and promotions during July.
- Listing, link, and description of restaurant on TOD website
- DRW menu promoted on the TOD website
- Taste of Doral Marketing Kit (folder with stickers/flyers, etc.)
- Regularly posted specials and promotions on Taste of Doral™ Facebook Page and social media sites (40+ platforms)
- Logo on our annual Doral Family Journal Taste of Doral™ Advertisement – be sure to send them in before June 30th!
- Rotating daily featured restaurant in our TOD email – first come, first served!

2018

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Doral Restaurant Week™

Marketing and Promotional Visibility

- Taste of Doral (TOD) Website (www.atasteofdoral.com) with link to restaurant's website
- Doral Chamber of Commerce Web Site listing (www.doralchamber.com)
- Daily TOD e-mail blast to over 31,000+ contacts
- Press Releases announcing events and participating restaurants
- Posting to 40+ Social Media Sites such as Facebook, Twitter, and Instagram
- Print Ad Promotion
- Television Promotion
- Radio Promotion
- Doral Family Journal – both printed and social Media Sponsor
- Hashtag Promotion through **#doralrestaurant #tasteofdoral**

www.atasteofdoral.com

Doral Restaurant Week™

Low Investment great return

For Just \$349 you get to participate in this great event that will expose your restaurant to thousands of people in Doral for a whole month with effective marketing.

Definitely an opportunity you can't miss!

To join other successful restaurants in this event, please contact:
Azahy Arencibia at (305) 477-7600 or info@tasteofdoral.com

**BE PART OF THOSE WHO BROUGHT GREAT SUCCESS TO THEIR RESTAURANTS
WITH THEIR PARTICIPATION IN PREVIOUS YEARS, SEE YOU THIS SUMMER!!!**

www.atasteofdoral.com

Doral Restaurant Week Sponsor Benefits

Be a Sponsor!

Platinum Title Sponsor

- Company listed as “Title Sponsor” on all promotional materials
- Individual press release announcing “Title Sponsorship”
- Presenting Sponsorship on all paid, editorial media and promotional materials
- Title Sponsor’s logo on all DRW email blasts (35,000+ contacts)

TM Investment - \$5,000

Limit - 1

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www.atasteofdoral.com

Doral Restaurant Week Sponsor Benefits

Golden Spoon Sponsor

- Sponsor listing in press release
- Sponsor logo on marketing and promotional materials
- Sponsor logo on Doral Restaurant Week website and Doral Chamber of Commerce website
- Social Media content inclusion and web connectivity to sponsor site
- Title Sponsor's logo on all DRW email blasts (over 35,000 contacts)
- Presented at kick-off event

Investment- \$2,500

Limit – 2

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Doral Restaurant Week™ Sponsor Benefits

Silver Spoon Sponsorship

- Sponsor logo on print advertisements
- Sponsor logo on promotion materials
- Sponsor logo on Doral Restaurant Week™ and Doral Chamber of Commerce website
- Social Media content inclusion and web connectivity to sponsor site

Investment- \$499

www.atasteofdoral.com

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About the City of Doral

- Over 150,000 employees come to work every day to the city.
- Home to Fortune 500 companies and government headquarters
- Best City in Florida for Business Start-ups by BusinessWeek
- Named #2 of America's Top 25 towns to live well for its cultural amenities, pro-business environments, and highly educated workforce by Forbes.com
- Total Population 50,213
- Over 200 Restaurants in Doral
- 23 Hotels with a 85% occupancy rate

Remember, early sign-ups mean your restaurant or sponsorship gets advertised as early as possible! Don't delay, and take advantage of this once-a-year opportunity to crack into one of the country's most sumptuous markets!

To participate, please contact:

Azahy Arencibia at (305) 477-7600 or info@tasteofdoral.com

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Sponsorship Table

	Participating Restaurant (\$349)	Silver Spoon Sponsor (\$499)	Golden Spoon Sponsor (\$2500)	Platinum Title Sponsor (\$5000)
Taste of Doral Marketing Kit (folder with stickers/flyers, etc.)	✘	✘	✘	✘
Featured at the top of daily emails (Rotating in order of signup)	✘	✘	✘	✘
Listed on all Email blasts	✘	✘	✘	✘
Sponsor Logo on all printed advertisement and promotional materials (placement based on sponsorship level)	✘	✘	✘	✘
Menu and logo uploaded to TOD website, all linkable to participants website (placement based on sponsorship title)	✘	✘	✘	✘
Included in all social media campaigns	✘	✘	✘	✘
Presentation at kick off event		✘	✘	✘
Sponsor Logo on all email blasts		✘	✘	✘
Sponsor listing in press releases			✘	✘
Individual press release announcing title sponsorship				✘
Sponsor Title Naming of Event				✘