



7<sup>th</sup> Annual  
Doral Restaurant Week™  
July 1 – July 31, 2019

# 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](http://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.

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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](mailto: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 30<sup>th</sup>!
- Rotating daily featured restaurant in our TOD email – first come, first served!

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# Doral Restaurant Week™

## Marketing and Promotional Visibility

- Taste of Doral (TOD) Website ([www.atasteofdoral.com](http://www.atasteofdoral.com)) with link to restaurant's website
- Doral Chamber of Commerce Web Site listing ([www.doralchamber.com](http://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**

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# 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:  
David Palomino at (305) 477-7600 Ext 400 or David@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](http://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](http://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

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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:

David Palomino at (305) 477-7600 Ext 400 or

David@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.)	X	X	X	X
Featured at the top of daily emails (Rotating in order of signup)	X	X	X	X
Listed on all Email blasts	X	X	X	X
Sponsor Logo on all printed advertisement and promotional materials (placement based on sponsorship level)	X	X	X	X
Menu and logo uploaded to TOD website, all linkable to participants website (placement based on sponsorship title)	X	X	X	X
Included in all social media campaigns	X	X	X	X
Presentation at kick off event		X	X	X
Sponsor Logo on all email blasts		X	X	X
Sponsor listing in press releases			X	X
Individual press release announcing title sponsorship				X
Sponsor Title Naming of Event				X