LAKE TAHOE
RESTAURANT WEEK

2011 Restaurant Registration Form/Details

What is Lake Tahoe Restaurant Week?
Lake Tahoe Restaurant Week, in its second year, gives local food aficionados and visitors an opportunity to enjoy 3-course, prix fixe lunch and/or dinner menus at more than 60 participating restaurants throughout the North Lake Tahoe, South Lake Tahoe and Truckee region for $20, $30 or $40 per person.

When Is Lake Tahoe Restaurant Week?
The 2nd Annual Lake Tahoe Restaurant Week kicks off the first Sunday in October and runs 7 days, ending on the second Sunday of October. This year, the event is October 2-9, 2011

Why Should My Restaurant Participate?
Lake Tahoe Restaurant Week is designed to showcase the stellar chefs and outstanding restaurants that make up the Lake Tahoe culinary scene through a regional, comprehensive marketing effort, in conjunction with area visitors bureaus and chambers of commerce, that leverages dollars to generate awareness and enhance credibility of all things Tahoe food - thereby increasing the number of guests dining at your establishment.

How Does a Guest Take Part in Lake Tahoe Restaurant Week?
There are no passes, tickets or coupons. Instead, diners simply visit their favorite participating restaurants throughout the week to enjoy the special prix fixe menus. However, it is strongly recommended that diners make reservations in advance by contacting the participating restaurants directly.

How Does a Restaurant Participate in Lake Tahoe Restaurant Week?

Participating restaurants complete the attached registration form, mail the form back with your participation check (due August 15), email your 3-course prix fixe "Restaurant Week" menu for the website (due September 1) and then simply offer that menu during Lake Tahoe Restaurant Week. You decide what your lunch and/or dinner menu will and won't include, and what your price point will be.

Is Restaurant Week a New Concept?
Restaurant Week is not a new concept. Dine LA's Restaurant Week hosted more than 100,000 guests at 140 participating restaurants during its inaugural year in 2008 (January and February). San Diego Restaurant Week is San Diego County's largest and most successful dining event and is held annually in January. San Francisco's Dine About Town and Sacramento's Dine Downtown are also flourishing January events. Visitors from all over the country travel to New York City to attend their Winter Restaurant Week and take advantage of outstanding dining deals, with 3-course menus capped at just $35 per person during the event. More than 25,000 people come out each June to sample dishes at the Palm Springs Desert Restaurant Week.

How Will My Restaurant Be Promoted Via Lake Tahoe Restaurant Week's Efforts?

1. Listed on the Lake Tahoe Restaurant Week website, www.TahoeRestaurantWeek.com, along with your phone number (for reservations), physical address, your downloadable Lake Tahoe Restaurant Week menu and direct click-thru to your website.
2. Listed on the Lake Tahoe Restaurant Week Check Presenter to be distributed to locals and visitors during August and September via participating restaurants, as well as through visitor bureaus, chambers of commerce, lodging properties and niche venues, i.e. farmer's markets and foodie events.
3. Included in event public relations outreach efforts, such as news releases, human-interest stories and pitches to targeted media.
4. Included in event social media efforts, such as Facebook and Twitter.
5. Inclusion in appropriate additional marketing efforts that will promote the overall event, such as advertising placement in local and regional media outlets (which includes print, broadcast and online opportunities), and e-mail blasts to visitor bureaus and chambers' consumer and business databases, along with inclusion in their advertising, public relations and social media efforts.

How Do I Maximize My Participation in Lake Tahoe Restaurant Week?

1. Present the Lake Tahoe Restaurant Week Check Presenter August and September to every table when you bring the bill to increase repeat business during Lake Tahoe Restaurant Week.
2. Familiarize your staff with Lake Tahoe Restaurant Week to ensure they know about the event and can answer question guests may have.
3. Track Lake Tahoe Restaurant Week through your POS System as we will be asking you to give us a reporting of the actual numbers of Restaurant Week meals sold at the end of the program to evaluate its success.

4. Utilize the Lake Tahoe Restaurant Week logo and campaign copy for your own website communication, e-reservation confirmations and correspondence with your guest database.

For More Information About Lake Tahoe Restaurant Week, Contact:

Pettit Gilwee, Event Producer
Lake Tahoe Restaurant Week
530-525-1164
pettit@gilweepr.com
P.O. Box 6835
Tahoe City, CA 96145

* Scroll down to page 4 (the following page) for the restaurant registration form

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Name of Restaurant:_____

Restaurant Address: _____

Restaurant Phone: _____ Restaurant Website: _____

Name of Restaurant (for multiple restaurants):_____

Restaurant Address: _____

Restaurant Phone: _____ Restaurant Website: _____

Primary Contact: _____

Contact Phone: _____ Contact Email: _____

Cost to Participate (please indicate number of restaurants participating):

_____ $425/per restaurant

_____ $325/per restaurant if member of the North Lake Tahoe Chamber of Commerce, the Lake Tahoe South Shore Chamber of Commerce or the Truckee Donner Chamber of Commerce

_____ $300/per restaurant if a chamber member (see above) **AND** a member of the Tahoe City Downtown Association, North Tahoe Business Association, Incline Community Business Association, West Shore Association, Northstar-at-Tahoe Retailers Association, Squaw Valley Neighborhood Company or the Ski Run Business Improvement District

DEADLINES:

1. If interested in participating, please email Pettit Gilwee at pettit@gilweepr.com immediately so we can include your restaurant on the rack card/check presenter that is currently in production. We'll also get you up on the event website, as well as include your business in appropriate public relations, social media and advertising outreach efforts.

2. Mail your completed registration form and check, payable to Pettit Gilwee Public Relations, by **August 15, 2011**, to Pettit Gilwee Public Relations, P.O. Box 6835, Tahoe City, CA 96145.

3. Knowing that many restaurants will be waiting for harvest so they can utilize the best local ingredients, menus (in a pdf) format are not due until September 1, 2011. Please include your restaurant logo, address and phone number on this menu – and email to pettit@gilweepr.com.

Menu Template:

You decide your menu and your price point, but here is an example of a menu offered by Soule Domain during the inaugural event in 2010 - $40 for 3 courses

Starter (choose one)
*Smoked Pheasant Sausage Salad, mixed greens tossed in a light Italian dressing, Shaft's bleu cheese, candied pecans, sliced peaches
*Seared Sea Scallops, braised leeks & shiitakes, fresh dill, lemon garlic butter
Soup of the day

Entrée (choose one)
*Ca. White Sea Bass pan roasted w/ roasted tomatillo & pasilla salsa, jalapeno avocado cream, cilantro & feta
*Filet Mignon, natural, pan roasted w/ shiitakes, Shaft's bleu cheese, brandy & burgundy butter

Dessert
Strawberries w/ Gran Marnier White Chocolate Mousse

*Tax, beverages and gratuity are additional.