



Manteca Restaurant Week California Restaurant Month Promotional Opportunity

Dear Manteca Restaurateur,

To take advantage of California Restaurant Month this coming January, a high-profile publicity opportunity created by Visit California, the Manteca Convention and Visitors Bureau is hosting **Manteca Restaurant Week** January 11-17, 2015.

We would like to invite your restaurant to participate in this exciting program – a great chance to increase traffic and exposure for our local restaurant community. Here's what we'd require from you:

1. Agree to participate in Manteca Restaurant Week by providing the following offer to all diners during the period of January 11-17, 2015: **15% Off Entire Order (Limit one discount per order)**
2. To register, complete and return the attached form. **DEADLINE FOR REGISTRATION IS DECEMBER 15.**
3. Display Restaurant Week Posters in your business. Posters will be delivered to your business within 3 days of your registration.
4. Have discount cards available in your business. Discount Cards sheet of participating restaurants will be delivered to your business within 3 days for your registration.

Our goal is to have at least 30 restaurants in this promotion to generate maximum buzz, so please encourage your fellow restaurateurs to participate. The MVCB will promote participating

restaurants via our website, PR and social media and marketing efforts, and Visit California's team will drive attention to our program via their website (VisitCalifornia.com), CRM micro site (DineInCA.com) and PR and social media campaigns.

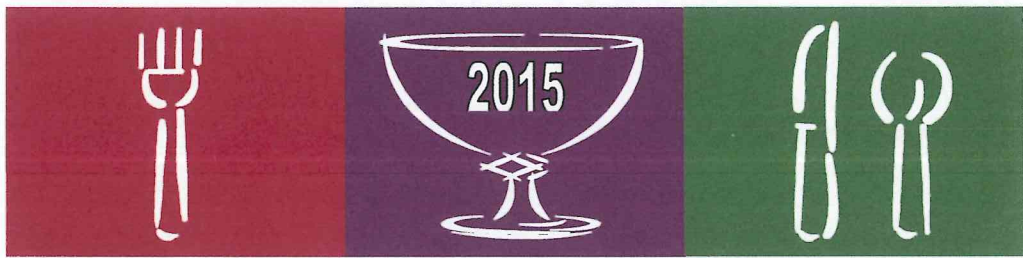
Why participate?

- Access and exposure to a new audience of first time diners
- Increased sales during a traditionally soft period, filling empty seats
- Participate in a program supporting your local restaurant community
- Inclusion in California Restaurant Month, a respected state-wide initiative, including opportunities for exposure through Visit California's regional and national PR and social media efforts
- Restaurant Week is not just about a one-time customer looking for a deal:
 - It builds word of mouth - 90% of diners are likely to recommend their last RW restaurant to a friend or family member (*Open Table 2012*)
 - It creates new fans - 87% of diners are likely to return to their last RW restaurant (*Open Table 2012*)

Don't miss out on this exciting opportunity! Please complete the attached registration form and return to the **MCVB at the Manteca Visitors Center, 1422 Grove Avenue, Manteca, CA 95337.**

Cordially,

Donna Shannon, Manteca Restaurant Week 2015 Organizer
MCVB-Manteca Visitors Center
1422 Grove Avenue, Manteca, CA 95337
Phone: 209•823•7229 Fax: 209•239•5790
www.visitmanteca.org
Donna@visitmanteca.org.



MANTECA RESTAURANT WEEK JANUARY 11-17



MANTECA RESTAURANT WEEK REGISTRATION FORM

Restaurant:
Name: _____

Address: _____

Website: _____

Facebook URL: _____

Twitter Handle: _____

Contact Name/Title: _____

Contact Email: _____

Contact Phone/Fax: _____

We agree to participate in Manteca Restaurant Week and agree to (check all below and sign):

- Offer 15% Off Entire Order to all guests that present discount cards the week of January 11-17, 2015.
- Display Restaurant Week Posters in my business.
- Have discount cards available in my business.

Contact Signature: _____

Date: _____

**NOTE: Submit completed form by December 15, 2014 to
Donna@VisitManteca.org or fax (209) 239-5790.
1422 Grove Avenue, Manteca. CA.
www.VisitManteca.org**