



Dear Restaurant Owner/Manager,

On behalf of REV Birmingham, the organizers for Birmingham Restaurant Week, it is our pleasure to invite you to participate in Birmingham Restaurant Week August 11th – 20th, 2017. Restaurant Week will spotlight the immensely diverse and dynamic restaurant offerings of our city. In 2017 we will be adding a drink local program spotlighting and including neighborhood bars who will be offering BRW drinks specials during this 10 day eating out event.

In 2016, 90 restaurants throughout the city participated either during the winter or summer program. Feedback from participating restaurants and customers was outstanding, and we are proud to bring such an exciting and successful event back to the community.

Special Restaurant Week prices for complete lunch and dinner options, as well as libations, offer an incentive for diners to visit their favorite restaurants and sample new ones they've been meaning to try. Above all, Restaurant Week serves to focus attention to Birmingham's dynamic culinary community.

The target audience for this promotion includes residents and visitors within metro Birmingham, which include the City of Birmingham, Mountain Brook, Vestavia, Homewood, Hoover, 280 area and cities outside of Birmingham.

Business for participating restaurants is expected to boom during Restaurant Week, and buzz around this event will once again be viral. The 10-day event and its participants will be promoted through Facebook Ads, Twitter Ads, Fox 6 and iHeart Radio Channel stations. Updates will be sent to the community via Facebook, Twitter, our own website – www.bhamrestaurantweek.com, and e-blasts.

In order to spread the word, Restaurant Week has also partnered with several key community organizations and local food bloggers to generate buzz among their members/followers via e-blasts, newsletters and social media channels.

We look forward to working with you during the Birmingham Restaurant Week. We are confident that Restaurant Week will benefit your establishment and help us create a heightened awareness of Birmingham's great culinary scene and exceptional community.

REV Birmingham (REV) creates vibrant commercial districts by filling vacant spaces and growing sustainable businesses. For more information, please visit: www.revirmingham.org.

Sincerely,

James Little- District Manager REV Birmingham
Creator/Director of Birmingham Restaurant Week
jlittle@revbirmingham.org

Tyler Hooper – Project Coordinator
thooper@revbirmingham.org



REV Birmingham
BIRMINGHAM RESTAURANT WEEK 2017 REGISTRATION FORM
August 11th – 20th, 2017

SUMMER REGISTRATION FEES:

- _____ \$275 for Dinner or Dinner/Lunch Participation in Restaurant Week
- _____ \$200 for Lunch Participation in Restaurant Week
- _____ \$200 for Neighborhood Bar Participation in Restaurant Week

The information on this form will be listed on all Restaurant Week materials, **please print clearly**. If you have any questions, please contact James Little at jlittle@revbirmingham.org.

Your registration fee should be made payable to: REV BIRMINGHAM and mailed c/o Birmingham Restaurant Week, 505 20th Street North #1010 Birmingham Alabama 35203. Please note that your registration fee must be received **by Fri. July 14th, 2017 (FINAL DEADLINE)**.

Date of Registration: _____ **Amount Paid:** _____

1. **CONTACT PERSON** – you must provide ONE contact person who will be responsible for all elements of Restaurant Week, including menu submittal, attending at least ONE BRW planning meeting, marketing collateral distribution and internal BRW communication.

Name & Title: _____

Email: _____ **Phone:** _____

2. **RESTAURANT INFORMATION:**

Restaurant Name: _____ Restaurant Phone: _____

Restaurant Address: _____ Hours of Operation: _____

Website/Twitter/Facebook URL: _____

How do you schedule reservations (online or by phone? If online, please explain how. e.g. Open Table)

Food Category; (ex. French)

3. **CHECK THE FOLLOWING THAT APPLIES:**

Dinner Price Points: (includes appetizer, entrée & dessert, excluding tax, tip & beverage)

- \$10 per person for prix-fixe 3 course menu
- \$20 per person for prix-fixe 3 course menu
- \$30 per person for prix-fixe 3 course menu
- \$40 per person for prix-fixe 3 course menu

Lunch Price Points: (includes entrée & dessert, excluding tax, tip & beverage)

- \$10 per person for prix-fixe 2 course menu
- \$15 per person for prix-fixe 2 course menu

4. **ADD-ONS:**

Will you offer **one free meal** (BRW menu) to one of our BRW Food Blogger during Restaurant Week?

Yes No

Would you like to have someone contact you about getting involved with the Urban Food Project, see attached flyer for more information?

Yes No

5. GIFT CARD GIVEAWAYS: PLEASE MAIL WITH YOUR APPLICATION.

All participating restaurants **are required** to provide 1 gift card equaling the value of their RW menu price. I.e. if a restaurant is in the \$30 category they are required to provide 1 x \$30 gift card. Gift cards will be used for website and social media giveaways before and during Restaurant Week. Restaurants are encouraged to donate as many cards as they would like to get additional promotion for RW.

6. AUGUST RESTAURANT WEEK EVENTS:

Preview Party – Wednesday August 9th, 6pm to 8pm at TBA location.

This sold out annual event gives over 20 participating BRW restaurants an additional opportunity to promote their restaurant before BRW starts. Each year this event is themed to the venue and we ask participants to create tasty bites to go with the theme which will be sampled out during the event to about 600 attendees. We also sample out beer, wine, cocktails, etc. during this event from our beverage sponsors. There is no additional fee to participate and benefits the Urban Food Project.

Yes No

Harvest Brunch – Saturday October 7th, 11:30am to 1:30pm at Social Venture in Woodlawn.

It's not breakfast – and, it's not lunch – it's BRUNCH. We are bringing together some of the "best of the brunch" restaurants to serve up tasty sized brunch bites to about 250 people. Along with hot, iced coffee, mimosas, bloody mary's and wine tastings. Attendees can shop the culinary maker's village and enjoy live music as they sip, savor and shop, from farm to community. There is no additional fee to participate and benefits The Urban Food Project.

Yes No

7. AGREEMENT OF TERMS:

Restaurant Week is not just about a discounted lunch or dinner; it is about creating a dining experience and in doing so, it is imperative that participating restaurants adhere to the BRW promotion standards that reflect excellence in:

- o Level of Service
- o Diversity of Menu
- o Quality of Ingredients
- o Overall Experience

Participants MUST offer a *prix fixe* Restaurant Week menu highlighting Appetizers, Entrees and Desserts for either lunch, dinner or both.

Participants must print and provide to **ALL** guests a Restaurant Week menus during 10-day event.

Participants MUST complete the post-promotion survey to provide feedback on the promotion.

Participants are expected to display **ALL** Restaurant Week marketing materials as soon as they are made available at a required restaurant meeting.

Participants must send a representative from their establishment to **ONE** required restaurant meeting.

Participants are encouraged to work with Restaurant Week beer/wine/beverage sponsors to offer a variety of drink specials. For example, incorporate a pairing for each course with select beers provided by the official BRW beer sponsor. Beverages will need to be listed on your BRW menu and must be a beverage with the sponsor product.

Participants will need to buy at least **ONE** bottle of **bourbon from Brown Forman** who is this year's bourbon sponsor. We are asking everyone to create a signature cocktail for your restaurant which will need to be listed on your BRW menu during the ten days of the promotion. **[AUGUST PROGRAM ONLY]**

I, _____, of _____ have read through all terms listed in this application and hereby agree to follow all rules and regulations of participation in Birmingham Restaurant Week.

SIGNATURE

DATE

Please complete and mail your registration form, fee and gift cards to **505 20th Street North #1010 Birmingham Al 35203**. Email logo in jpeg format to jlittle@revbirmingham.org



Hello,

We are thrilled that you are participating in the Birmingham Restaurant Week and would like to take a moment to introduce you to REV's Urban Food Project (UFP). We operate a local distribution system that supports our Farm to Corner Store Initiative. Our local food distribution to Birmingham restaurants supports this program, creating healthy food access in Birmingham's food deserts by working with corner store owners to help them successfully source, market, and sell fresh fruits and vegetables in their neighborhoods. This is helping the 88,000 Birmingham residents living in food deserts gain access to healthier food options. By sourcing a portion of your produce through UFP, you are making a large impact in the Birmingham community and contributing to a more robust local food economy.

We would love to help make your Birmingham Restaurant Week menu a truly local experience by sourcing from our network of 30 Alabama farmers. We are happy to assist as you craft your menu to make sure our partnering farmers can provide the highest quality Alabama produce for this event in the months to come.

To begin receiving our product availability and discuss your produce needs, please contact me at tclark@revbirmingham.org or 205.595.0562 x230.

Thank you and we look forward to working with you.

A handwritten signature in blue ink, appearing to read "Taylor Clark", with a long, sweeping flourish extending to the right.

Taylor Clark

Director of the Urban Food Project

REV Birmingham, Inc.