



# Newark

## Restaurant Week



**September 22 - October 1**

*Connect your brand with a regional audience hungry for new experiences!*

## **WHY SPONSOR RESTAURANT WEEK?**

### **3-Months of Exposure for YOUR BRAND!**

We're starting to promote Restaurant Week NOW! Sign on to sponsor to be included in the benefits of your Sponsorship level for July, August, & September! Depending on the level, these include: E-Mail Blasts (sent to a list 15K people), social media advertisements, print ads, Passports and more!

### **10 Days of DIRECT Marketing!**

Once the week starts, Newark Restaurant Week promotions will stay strong! Sponsors will be promoted at Restaurant Week educational events, via materials at participating restaurants across the city, and, depending on the Sponsorship Level, in the Foodie Passports that Restaurant Week attendees will have in their hands!

### **Connect with FOODIES + Regional "Do-ers"!**

Who comes to Newark Restaurant Week? People in the North Jersey/ NYC Metro region who LOVE food, and people who enjoy trying NEW EXPERIENCES. Do you offer a unique activity, experience, product, or flavor? Make sure it gets in front of this group of foodies + "do-ers"!

### **You in FRONT of Experienced Restaurateurs!**

We expect 50+ restaurant owners to be involved in this year's Restaurant Week. If you have a service or product that you want them to know about it, Newark Restaurant Week is the PERFECT way to connect. Our Premium Sponsorship plan even allows you to organize an educational event during the week.



Interested in one of our  
Sponsorship Levels? Tell us!  
[marketing@investnewark.org](mailto:marketing@investnewark.org)

	Premium \$3,500	Platinum \$2,500	Gold \$1,000	Silver \$250
Sponsor an educational event before or during NRW to demonstrate your technology, supplies, and more to an audience of business owners	✓			
Placement on NRW website featuring company name, logo, and link to website	✓	✓	✓	✓
Sponsor name included in all NRW press releases (3)	✓	✓	✓	
Sponsor logo included in all NRW marketing emails to 15,000+ fans (5)	✓	✓	✓	✓
Individual Instagram story highlight featuring Sponsor's name and logo.	✓	✓	✓	✓
Individual posts on Instagram, Facebook, LinkedIn, and Twitter with Sponsor's name, logo, tag, and website link.*	✓	✓	✓	
Sponsor logo on all NRW printed 'Passports'	✓	✓		
Sponsor logo on all NRW printed Advertisements	✓	✓		

**In Kind  
Sponsor  
Free**

Placement on NRW website featuring company name, logo, and link to website

*\*Captions will include approved information provided by Sponsor and can promote a specific service, good, offering, or event*