



OLD TOWN WINCHESTER RESTAURANT WEEK

LETTER OF PARTICIPATION

Guidelines

Old Town Winchester Restaurant Week, presented by the Winchester Main Street Foundation, provides an opportunity to showcase your restaurant's cuisine, and highlight your best creations. You might choose to feature dishes that are most popular among your guests, some signature menu items, or your own favorites. Be creative and have fun!

- 1. Menu offerings:** Participating restaurants offer two people for the price of one at \$25 (lunch only) or a three-course dinner menu for \$30 each night they are open. Restaurants participating in September 14-19th event, menus are due by Aug. 1st 2015.
- 2. Supplementary menu:** A special Old Town Winchester Restaurant Week menu must be printed to supplement your standard menu. Meal includes appetizer, entrée, and dessert.
- 3. Course options:** Menu should offer multiple options for each course, from which patrons will choose (e.g., appetizers, entrées, desserts)
- 4. Customers shouldn't have to ask:** Old Town Winchester Restaurant Week menu should be clipped to, inserted, or otherwise presented along with the regular menu.
- 5. Tip, tax, and beverages:** Gratuities, tax, and beverages are not included in the price. This should be noted on the menu.
- 6. Impress new customers:** Menu items should be representative of your restaurant in quality. Remember that your menu will leave an impression with diners, including many who may be trying your restaurant for the first time.
- 7. Fees:** There is a \$125.00 fee for each Old Town Winchester Restaurant Week event – September 14th – 19th. This fee will help promote your restaurant and drive people in, pay for publicity, promotional fees, administration cost and to support other events that we promote to support downtown.
- 8. Promotion commitment:** Participating restaurants agree to incorporate restaurant week logo and/or promotional copy in their regular promotional activities (mailing lists, on-site display, card inside menu, advertisements), as well as provide a link to the Old Town Winchester Restaurant Week website: winchesterrestaurantweek.com

9. **Use of names and logo:** Restaurant permits the use of its logo, name, and chef's name in connection with promotion of Old Town Winchester Restaurant Week. _____(initial)

10. **Relationship of the parties:** Parties are independent contractors and nothing contained herein or done pursuant to this promotion shall be construed to imply the existence of a partnership, joint venture, principal and agent, or employer and employee relationship between the parties.

12. **Limitation of Liability:** The failure of either party to perform any obligation otherwise due as a result of governmental action, laws, orders or requests, or as a result of events, such as war, acts of public enemies, strikes or other labor disturbances, fires, floods, acts of God or any causes of like or different kind beyond the reasonable control of that party is excused. In no event will either party be liable for any indirect, incidental, consequential, exemplary, punitive, or special damages or loss of data, revenue, profit, or savings of any party, including third parties, arising out of or related to this agreement, even if such party has been advised of the possibility of such damages. The total aggregate liability of either party for all claims arising in contract, equity or otherwise (including, without limitation, breach of warranty, negligence and strict liability in tort) arising out of or related to this agreement will not exceed any amounts paid to Winchester Main Street Foundation under this agreement.

13. **Entire Agreement:** This Agreement constitutes the entire and exclusive agreement between the parties regarding the subject matter hereof, and supersedes all prior or contemporaneous oral or written agreements and understandings. This Agreement may not be modified in whole or in part except in a writing signed by a duly authorized representative of both parties. _____(Initial)

Restaurant Name

Old Town Winchester
Restaurant Week Organizer

Email: _____

Telephone: _____

Contact Person: _____

Website URL: _____

Owner /Manager Signature

Date

Signature

Date

**Please circle the days you will participate in
Restaurant Week:**

We encourage each restaurant to participate each of the days you are open.

Monday Tuesday Wednesday
Thursday Friday Saturday

Presented by:

Winchester Main Street Foundation

Web Strategies

Murphy Beverage Company

Winchester Magazine



Winchester Main Street Foundation (WMSF) focuses on bringing in quality events, beautification projects, and youth education programs to build Winchester's unique brand, improve the quality of life in Winchester, support and work with other nonprofit organizations, and build our Main Street Community.

Winchester Main Street Foundation • PO Box 828 • Winchester, VA 22604

Web: Winchestermainstreetfoundation.org