



INVITATION TO PARTICIPATE

The 9th Annual 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!

Menu Options:

Multi-Course Menu: Draw in new customers and reward existing customers through chef-inspired menus at value pricing. Price points are at the discretion of the restaurant but should be in increments of \$5 (three courses for \$20, \$30, or \$35, for example). Portion sizes should reflect typical portions at the participating restaurant; this is not a tasting event. Two or three options should be offered for each course. Beverages, taxes, and gratuity are not included in the multi-course pricing.

Meal Deals Offer: Specially priced entrees, cocktails, appetizers, desserts, or a family meal pack at a value price. Price points are at the discretion of the restaurant but should be in increments of \$5 (a list of \$5 appetizers, \$10 entrees, \$5 desserts, or a family meal pack for \$30, for example).

% Off: Extend a percentage off discount to patrons during Restaurant Week.

Guidelines

Customers shouldn't have to ask: Winchester Restaurant Week menu should be clipped to, inserted, or otherwise presented along with the regular menu. Each guest should be presented with the Restaurant Week promotion during Restaurant Week. For restaurants featuring multi-course menus or meal deal offerings, WMSF will print/deliver black/white paper Restaurant Week menus. For restaurants with counter service, restaurant may feature the menu or promotion on a chalk board or in other ways consistent with the restaurant's operations. Restaurants will indicate number of menus requested upon registration, if needed, and agree to email the final menu or % off promotion amount to WMSF on or before January 31, 2023. Restaurants may print their own Restaurant Week menus if they choose, which must include the official Restaurant Week logo.

Tip, tax, and beverages: Gratuities, tax, and beverages are not included in the price. This should be noted on the menu.

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.

Fees: There is no fee for participation this year! You must participate on the days you signed up for as they are advertised. We ask that you provide a meal for two for the iHeart Media DJs who will visit and promote your restaurant, if able.

Measuring Success: Restaurant agrees to complete a post-event survey within 30 days of receipt of survey. Restaurant agrees to track and report number of restaurant week meals ordered through February 20-25, 2023.

Promotion commitment: Participating restaurants agree to incorporate the 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 Winchester Restaurant Week website: *winchesterrestaurantweek.com*

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

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. Participants who receive consistent complaints from clients may not be asked to participate again (for example, lack of sufficient food—this is not a tasting event.)

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.

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: _____

Email: _____

Telephone: _____

Contact Person: _____

Website URL: _____

Owner /Manager Signature

Date

Presented by:
Winchester Main Street Foundation
Web Strategies
iHeart Media
Winchester Virginia Economic Development Authority

<https://www.winchesterrestaurantweek.com/>

Email: WMSfoundation8@gmail.com



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