



WINCHESTER RESTAURANT WEEK February 17– 23, 2025

PARTICIPATION AGREEMENT

The 11th Annual Winchester Restaurant Week (RW), presented by the Winchester Main Street Foundation (WMSF), provides an opportunity to showcase your restaurant's cuisine and highlight your best creations. We encourage everyone to feature the most popular dishes among your guests, some signature menu items, or your favorites. Be creative and have fun!

Menu Options:

Multi-Course Menu: Attract new patrons and reward loyal customers by offering chef-inspired menus at competitive pricing. Restaurants may determine their price points, which should be structured in increments of \$5 (for example, three courses priced at \$20, \$30, or \$35). Portion sizes should align with the standard offerings at the participating establishment, as this is not intended to be a tasting event. Each course should present two or three choices.

Meal Deals Offer: Provide specially priced entrees, cocktails, appetizers, desserts, or family meal packs at an attractive price point. Restaurants have the discretion to set these prices in increments of \$5 (for instance, a selection of \$5 appetizers, \$10 entrees, \$5 desserts, or a family meal pack priced at \$30).

Guidelines:

Customers should not have to inquire about promotions: Each guest shall be presented with information regarding the RW promotion during the designated RW period. The RW menu is to be included or prominently displayed alongside the regular menu. For establishments that operate with counter service, it is permissible to feature the menu or promotion on a chalkboard or through other methods that align with the restaurant's operational practices. Restaurants are required to submit the final menu to the (WMSF) no later than February 8, 2025. Additionally, restaurants will be responsible for printing their own RW menus, **which must incorporate the official RW 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 indicative of the quality that your restaurant embodies. It is essential to recognize that your menu will leave a lasting impression on patrons, particularly those who may be visiting your establishment for the first time.

Fees: There is no fee for participation; however, participation is required on the designated days for which you have registered. Additionally, participating restaurants are required to provide one free meal for a

representative designated by WMSF who will be visiting to promote your establishment. See page 4: "Restaurant Week Complimentary Meal Voucher" for full terms and conditions of the meal requirement.

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 17-23, 2025.

Promotion commitment: Participating restaurants agree to incorporate the RW 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 RW.

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 WMSF 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 part except in writing and signed by a duly authorized representative of both parties.

Restaurant Name: _____

Email: _____

Telephone: _____ Contact Person: _____

Website URL: _____

Owner /Manager Signature

Date

Authorized WMSF Representative Signature

Date

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

Web: Winchestermainstreetfoundation.org



Presented/Sponsor by:

Winchester Main Street Foundation

Web Strategies

iHeart Media

Winchester Virginia Economic Development Authority

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.

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Restaurant Week Complimentary Meal Voucher
Valid only February 17-23rd 2025.

Promotional Meal Agreement: This Agreement pertains to ONE complimentary, promotional meal that will be utilized during Restaurant Week to enhance the visibility of the restaurant on social media platforms. The meal may only be redeemed with this signed agreement by an authorized representative on behalf of the Winchester Restaurant Week Steering Committee (WMSF) and is not valid outside the designated Promotional Period of Winchester Restaurant Week. The designated representative from Restaurant Week will present this signed agreement to the restaurant staff for redemption. Should the restaurant wish to implement a reservation requirement for guests to redeem the promotional meal, they must inform WMSF of this decision by February 8, 2025. In return, WMSF agrees to capture photographs during their visit, which will be used as marketing materials to promote the restaurant throughout Restaurant Week. The promotional activities are scheduled to be completed by February 23, 2025.

Restaurant Name: _____

Owner/ Manager Signature

Authorized WMSF Representative Signature _____

Date of Visit: _____

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