



CLIFTON PARK

RESTAURANT WEEK

WELCOME TO CPRW 2024

*The Town of Clifton Park and Capital Region Chamber are excited to announce our second annual **Clifton Park Restaurant Week!** We would like to showcase the wonderful dining scene in this town, and most importantly, provide new business for local restaurants, all while offering our residents a week of exceptional value. By focusing our marketing on the stories of our local restaurants, the diners arrive excited, educated, and open to experience each unique dining experience. Your participation will afford you the opportunity to advertise your restaurant's presence in town and your investment and interest in the Clifton Park community.*

THE UPCOMING 7-DAY EVENT
WILL TAKE PLACE FROM
MONDAY APRIL 22, 2024 TO
SUNDAY APRIL 28, 2024

HERE'S HOW IT WORKS:

Participating restaurants, cafes, and bars across the town will offer breakfast and/or lunch specials at a price of \$15, and/or dinner specials at a price of \$25/\$35 per person. Businesses and their menus will be listed on our websites for the public to peruse and plan their attendance.

MARKETING PLAN:

*The Town of Clifton Park and Capital Region Chamber will take care of your major marketing promotions. We will include **print**, **television** and **radio** ads, full color **posters** throughout the area and within participating restaurants, **Facebook**, and an **email campaign** to nearly 20,000 residents.*

- *Restaurant, specials menu, and chef (optional) information listed on DiscoverCliftonPark.com, CapitalRegionChamber.com, and CliftonPark.org.*
- *Advertising campaign focused on digital placements within the Clifton Park market with paid social media ads, events, and boosted postings.*
- *Media opportunities via broadcast, print and online stories.*
- *Social media posts, videos, ad campaigns and digital amplification of custom content featuring select Clifton Park restaurants and chefs on Facebook, websites, and media.*
- *Social media contest encouraging user-generated posts to commemorate the inaugural event.*
- *Online articles on DiscoverCliftonPark.com and CapitalRegionChamber.com to share narratives about participating in Clifton Park Restaurant Week 2024.*

Participation Checklist

LAST CALL Final Deadline for ALL submissions: Friday, March 22, 2024

- CPRW Specials Menu (pdf version, with full description)
- Restaurant logo for promotional ads
- Restaurant photo
- Contact Information (see attached application)
- About Us Blurb (optional): to be featured on our website menu page.

***THE EARLIER YOU CAN PROVIDE YOUR CONTENT,
THE MORE MARKETING EXPOSURE YOU WILL RECEIVE!***

Submit all content to
mbabendreier@cliftonpark.org



CLIFTON PARK

RESTAURANT WEEK

Please fill out this form in its entirety, and submit it via email by **Friday March 22, 2024**

Restaurant Name	
Restaurant Address	
Restaurant Phone	
Restaurant Website	
Restaurant Facebook	
Contact person for CPRW	
Contact person title	
Contact person email	
Contact person phone	
CLIFTON PARK RESTAURANT WEEK OFFERINGS*	
Type of Cuisine	
Prix Fixe Offerings	<input type="checkbox"/> Breakfast Special for \$15 <input type="checkbox"/> Lunch Special for \$15 <input type="checkbox"/> Dinner Special for \$25 <input type="checkbox"/> Dinner Special for \$35

*Prix Fixe Rules: Participating restaurants **MUST** offer the \$15 breakfast/lunch prix fixe, and/or \$25/\$35 dinner prix fixe all day and night, every day and night they are open from Monday 4/22/2024 to Sunday 4/28/2024.

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