

*Introducing*

# EAT THE KENNEBUNKS WEEK

## May 14-20, 2018



## Dining Guide

"Eat the Kennebunks" will be a dining guide shining a spotlight on the culinary scene in the Kennebunks. From lobster to linguini, the Kennebunks offer a variety of different cuisines including New American, Thai, Japanese, Chinese, Italian, Mexican and French.

It will also be the official introduction to our new Eat the Kennebunks Week, a cuisine- and cocktail-centric celebration stretching from May 14-20, 2018. During this week, there will be everything from cook-offs to cocktail classes, beer and wine diners and a cocktail crawl, along with traditional restaurant week-style prix fixe dinners.

Restaurants buying an ad in the dining guide will receive a discount on their Eat the Kennebunks Week participation (normally \$250). With a 10,000 initial run of the 8½ x 11 guide, promotional elements will also include social media shout-outs and inclusion in the Chamber newsletter.

**Premiere Placement (front/back cover): \$800 (\$900 including Eat the Kennebunks Week participation)**

**Full Page Ad: \$400 (\$550 including Eat the Kennebunks Week participation)**

**Half Page Ad: \$250 (\$450 including Eat the Kennebunks Week participation)**

Eat the Kennebunks will also include inside the LOBSTER TRAIL OF THE KENNEBUNKS (as seen in Coastal Living), COCKTAIL TRAIL OF THE KENNEBUNKS and DESSERT TRAIL OF THE KENNEBUNKS.

It will be distributed to local hotels, inns, motels, campgrounds and other accommodations, in addition to select drop spots, as well as in our Chamber kiosk and office and on GoKennebunks.com, as a flippable book with clickable ads that will take readers directly to your website.

**Interested? Call Laura D. or Alaina at 967-0857, or email [director@gokennebunks.com](mailto:director@gokennebunks.com)**

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# EAT THE KENNEBUNKS WEEK

## May 14-20, 2018



## Restaurant Week | participation

Eat the Kennebunks Week will be a cuisine- and cocktail-centric celebration stretching from May 14-20, 2018. During this week, there will be everything from cook-offs to cocktail classes, beer and wine dinners and a cocktail crawl, along with traditional restaurant week-style prix fixe dinners.

The cost for eateries to participate in **Eat the Kennebunks Week is \$250** (eateries signing up by Feb. 28 receive \$50 off), which includes the business name being listed in the dining guide and Eat the Kennebunk Week menu/specials/events listed on the GoKennebunks website; a social media post on one of the Chamber's sites; tent and/or menu cards for Eat the Kennebunks Restaurant Week; inclusion in a press release and marketing materials.

**Participating eateries should create prix fixe menus of \$25, \$35 or \$45, and/or well as burger and beer/cider deals for \$15.** In addition, you can create or participate in special events, such as a cook-off, cocktail crawl and more.

Eat the Kennebunks Week will also be highlighted in our new dining guide, which will be distributed in early May and will spotlight the culinary scene in the Kennebunks. Restaurants buying an ad in the dining guide will receive a discount on their Eat the Kennebunks Week participation (normally \$250).

With a 10,000 initial run of the 8½ x 11 guide, promotional elements will also include social media shout-outs and inclusion in the Chamber newsletter.

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# EAT THE KENNEBUNKS WEEK

## May 14-20, 2018



## Restaurant Week | sponsorships

**Eat the Kennebunks Week** will be a cuisine- and cocktail-centric celebration stretching from May 14-20, 2018. During this week, there will be everything from cook-offs to cocktail classes, beer and wine dinners and a cocktail crawl, along with traditional restaurant week-style prix fixe dinners.

### Sponsorship Opportunities (introductory rates)

#### Entree: \$1,000

- Logo/name in all marketing (Along with the Chamber)
- Logo/name on banner, menu cards at events
- Clickable sponsor logo on EatTheKennebunks.com
- Skyscraper (145 x 290) digital ad placement on EatTheKennebunks.com for April/May
- Three Facebook posts on Eat the Kennebunks page and one Instagram story
- Presenting sponsor of the Cocktail Crawl

#### Appetizer: \$500

- Logo/name in all marketing (Along with the Chamber)
- Logo/name on banner, menu cards at events
- Clickable sponsor logo on EatTheKennebunks.com
- Two Facebook posts on Eat the Kennebunks page and one Instagram story

#### Dessert: \$250

- Logo/name in all marketing (Along with the Chamber)
- Logo/name on banner, menu cards at events
- Clickable sponsor logo on EatTheKennebunks.com
- One Instagram story

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