

The California Restaurant Association  
San Diego County Chapter

**SAN DIEGO**  
**Restaurant**  
**Week** 



**2020 SPONSORSHIP  
INFORMATION**

**September 27 - October 4, 2020**



# About San Diego Restaurant Week



Experience cuisine that delights your palate and defines the art of dining in San Diego. Held twice annually, this beloved culinary tradition features discounted prix fixe menus from more than 200 of San Diego's best restaurants in 12 unique regions throughout San Diego County.

No tickets or passes are required. Food lovers may simply dine out at as many participating restaurants as they like during San Diego Restaurant Week.

The California Restaurant Association is dedicated to bettering the community through numerous philanthropic efforts throughout the year. Each year, the money raised by the California Restaurant Association from San Diego Restaurant Week benefits high school culinary & hospitality programs, industry-related college scholarships & helps restaurant employees in need. **To learn more about CRA visit [www.calrest.org](http://www.calrest.org)**

## We are the voice of the restaurant industry

### January 2020 San Diego Restaurant Week by the numbers:

- Over **150** participating restaurants for week one of SDRW
- Over **46,840** people subscribed to the SDRW eblast

### Social Media Recap



- **37,578** Facebook likes
- **207** new LIKES gained
- **2,293,595** total post impressions
- **1,876,456** total people reached



- **13,005** Twitter followers



- **17,992** Instagram followers
- **1,026** new followers gained
- **14,424** total engagements
- **11,731** LIKES received

### SDRW Website Stats

WEBSITE VISITS:

**248,256**

PAGE VIEWS:

**1,648,133**

AVERAGE PAGES/VISIT:

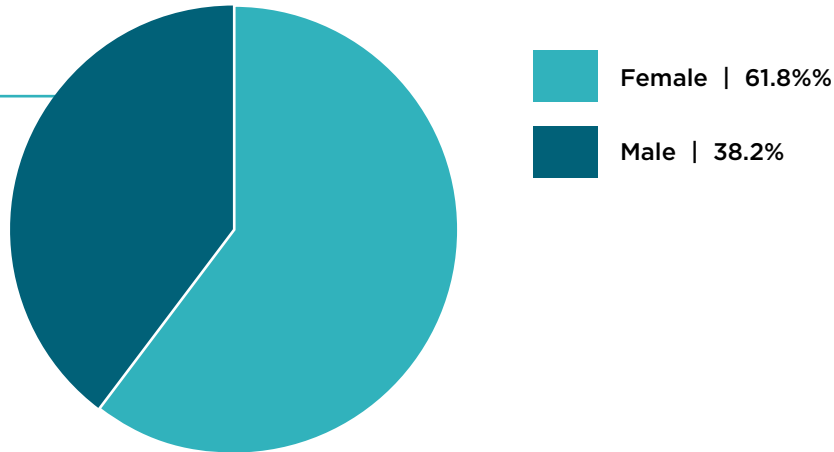
**6.64**

AVERAGE VISIT DURATION:

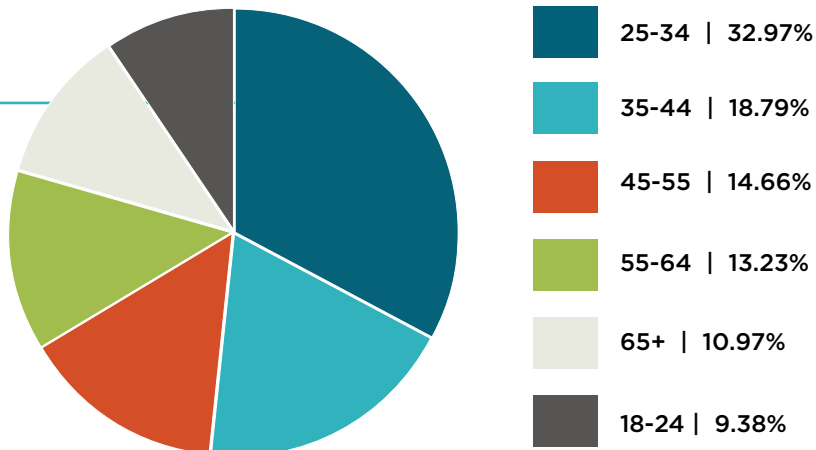
**6:00**

# San Diego Restaurant Week Demographics

## Gender



## Age



AVERAGE NEW VISITORS:

**74%**

CALIFORNIA VISITORS:

**91.25%**

TOP 15 CITIES - GENERATED WEB TRAFFIC:

- |                |               |             |
|----------------|---------------|-------------|
| 1. San Diego   | 6. Escondido  | 11. Santee  |
| 2. Los Angeles | 7. Oceanside  | 12. Poway   |
| 3. Chula Vista | 8. San Marcos | 13. Irvine  |
| 4. Carlsbad    | 9. New York   | 14. Vista   |
| 5. El Cajon    | 10. Encinitas | 15. La Mesa |

# Sponsorship Opportunities

## WHY BECOME A SPONSOR?

By partnering with San Diego Restaurant Week, you are contributing the culture of San Diego while getting your business in front of hundreds of thousands of hungry Southern Californians.

Restaurant Week is an experience that people look forward to all year and fosters a feeling of excitement and celebration within our community. Your support and partnership will help Restaurant Week continue to reach new people and build upon the success that has already been established through the hard work and continued support of the San Diego community.

## SPONSORSHIP LEVELS

Title Sponsorship | \$20,000 **SOLD!**

Platinum Sponsorship | \$10,000

Gold Sponsorship | \$7,500

Silver Sponsorship | \$5,000

Bronze Sponsorship | \$2,500

Social Media Partnership | \$1,000



**SPONSORSHIP LEVELS**

# Title Sponsorship | \$20,000

**SPONSOR RECEIVES****Fall 2020 dates:  
September 27-October 4, 2020**

- Recognition as Title Sponsor on all print materials and website
- Logo on electronic check presenters as the Title sponsor
- Logo on digital posters as the Title sponsor
- Logo recognition on SDRW website as the Title sponsor of SDRW
- Brand mentioned in Facebook and Twitter posts prior to and during event
- List of SD Restaurant Week Restaurants
- Banner ad on SDRW website in premium placement
- Banner ad in two SDRW email blasts to 50,000 opt-in subscribers in premium placement
- Logo on print ads and other ads where applicable
- Dedicated email blast to approximately 200 restaurant owners, chefs and/or managers
- Brand Mention in 20 radio ads for the event
- Opportunity to participate in the tv segment for SDRW prior to the event on a local station
- Branding recognition framing the interactive homepage map on SDRW website
- Brand featured in a week long Instagram contest with plugs on Facebook and Twitter pages as well
- (10) dinner for two gift certificates to a participating restaurant
- Social Media Partnership: A social media connection program will be implemented to connect sponsors to participating restaurants through the San Diego Restaurant Week Twitter, Facebook and Instagram accounts. SDRW will work with each Sponsor to determine the best form for this social media connection.
- Recognition as an event partner in (3) email blasts to over 50,000 subscribers

**SPONSOR PROVIDES**

- Company logo (300 dpi or higher).
- Payment of \$20,000 to the California Restaurant Association by August 1, 2020. All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels

## SPONSORSHIP LEVELS

# Platinum Sponsorship | \$10,000

### SPONSOR RECEIVES

#### **Fall 2020 dates: September 27-October 4, 2020**

- Recognition as an Event Sponsor on all print materials and website
    - Logo on electronic check presenters as a sponsor
    - Logo on digital posters as a sponsor
    - Logo recognition on SDRW website as a sponsor of SDRW
    - Banner ad on SDRW website
    - Logo on print ads and other ads where applicable
  - Opportunity to participate in the TV segment for SDRW prior to the event on a local station
  - Sponsor mentioned in 6 Facebook, Instagram and/or Twitter posts prior to/during event
  - Sponsor banner ad to be included in 2 email blasts to 50,000 opt-in subscribers
- 

### SPONSOR PROVIDES

- Company logo (300dpi or higher).
- Payment of \$10,000 to the California Restaurant Association by August 1, 2020.  
All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels

## SPONSORSHIP LEVELS

# Gold Sponsorship | \$7,500

### SPONSOR RECEIVES

#### **Fall 2020 dates: September 27-October 4, 2020**

- Recognition as an Event Sponsor on all print materials and website
- Logo on electronic check presenters as a sponsor
- Logo on digital posters as a sponsor
- Logo recognition on SDRW website as a sponsor of SDRW
- Brand mentioned in Facebook and Twitter posts prior to and during event
- Banner ad on SDRW website
- Banner ad in two SDRW email blasts to 50,000 opt-in subscribers
- Logo on print ads and other ads where applicable
- Shared email blast to approximately 200 restaurant owners, chefs and/or managers
- (5) dinner for two gift certificates to a participating restaurant
- Social Media Partnership: A social media connection program will be implemented to connect sponsors to participating restaurants through the San Diego Restaurant Week Twitter, Facebook and Instagram accounts. SDRW will work with each Sponsor to determine the best form for this social media connection.
- Recognition as an event partner in (3) email blasts to over 50,000

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### SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Payment of \$7,500 to the California Restaurant Association by August 1, 2020. All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels

## SPONSORSHIP LEVELS

# Silver Sponsorship | \$5,000

### SPONSOR RECEIVES

#### **Fall 2020 dates: September 27-October 4, 2020**

- Recognition as an Event Sponsor on all print materials and website
    - Logo on electronic check presenters as a sponsor
    - Logo on digital posters as a sponsor
    - Logo recognition on SDRW website as a sponsor of SDRW
    - Banner ad on SDRW website
    - Logo on print ads and other ads where applicable
  - Sponsor mentioned in 2 Facebook, Instagram and/or Twitter posts prior to/during event
  - Sponsor banner ad to be included in 1 email blast to 50,000 opt-in subscribers
  - Opportunity to distribute messaging on offers to participating restaurants
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### SPONSOR PROVIDES

- Company logo (300 dpi or higher)
- Payment of \$5,000 to the California Restaurant Association by August 1, 2020.  
All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels



## SPONSORSHIP LEVELS

# Bronze Sponsorship | \$2,500

### SPONSOR RECEIVES

#### **Fall 2020 dates: September 27-October 4, 2020**

- Recognition as an event partner in an email blast to over 200 restaurant owners, chefs and/or managers
  - Social Media Partnership: A social media connection program will be implemented to connect sponsors to participating restaurants through the San Diego Restaurant Week Twitter, Facebook and Instagram accounts. SDRW will work with each Event Partner to determine the best form for this social media connection.
  - Recognition as an event partner in (3) email blasts to over 50,000 subscribers
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### SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Payment of \$2,500 to the California Restaurant Association by August 1, 2020. All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels

## SPONSORSHIP LEVELS

# Social Media Partnership | \$1,000

### SPONSOR RECEIVES

#### **Fall 2020 dates: September 27-October 4, 2020**

- Social Media Partnership: A social media connection program will be implemented to connect sponsors to participating restaurants through the San Diego Restaurant Week Twitter, Facebook and Instagram accounts. SDRW will work with each Event Partner to determine the best form for this social media connection.
  - Recognition as an event partner in an email blast to approximately 200 restaurant owners, chefs and/or managers.
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### SPONSOR PROVIDES

- Company logo (300 dpi or higher).
- Regular content on company social media accounts for SDRW to interact with.
- Payment of \$1,000 to the California Restaurant Association by August 1, 2020. All payments must be done by credit card.
- Sponsor to promote SDRW on their website and social media channels



# 2020 Sponsorship Opportunities

- Title Sponsorship | \$20,000 **SOLD!**
- Silver Sponsorship | \$5,000
- Platinum Sponsorship | \$10,000
- Bronze Sponsorship | \$2,500
- Gold Sponsorship | \$7,500
- Social Media Partner | \$1,000

COMPANY NAME (LIST NAME AS IT WILL APPEAR IN RECOGNITION MATERIALS)

CONTACT NAME

ADDRESS

CITY STATE ZIP

PHONE FAX

EMAIL

FACEBOOK TWITTER INSTAGRAM

Visa  AmEx  MasterCard

CREDIT CARD # EXP

NAME ON CARD AMOUNT TO BE CHARGED

SIGNATURE DATE

### Agreement

By signing below I agree that I have read the above and I acknowledge that all information listed is accurate.

CONTACT SIGNATURE DATE

**MAIL COMPLETED FORMS TO:**  
California Restaurant Association  
C/O McFarlane Promotions  
656 Fifth Ave., Ste. B San Diego, CA 92101  
or FAX to 619.233.0898

For immediate information, please call  
Taylor Kahle at (619) 233-5008 or  
email [taylor@mcfarlanepromotions.com](mailto:taylor@mcfarlanepromotions.com)